Report on the comparative nutritional profile of food and beverage products marketed by 30 of the largest global companies in 25 countries

Prepared by The George Institute for the Access to Nutrition initiative

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[1] Euromonitor International is an independent, privately owned global market research firm conducting in-country research in 100 countries worldwide analysing 26 consumer industries including; Hot Drinks, Packaged Food and Soft Drinks. Euromonitor International produces historic and forecast cross-comparable market data and strategic reports to narrate the current and future drivers shaping each one.
[2] Innova Market Insights is a commercial knowledge supplier for the Food and Beverage industry.

Contents

EXECUTIVE SUMMARY

The overall goal of this report was to provide stakeholders, including companies, government, investors, nutrition experts and others with a fuller understanding of the nutritional quality of packaged food and non-alcoholic beverage products sold by 30 of the largest global manufacturers across 25 countries. Nutrient information for 53,315 packaged food and beverage products in selected categories, made by the 30 manufacturers, was included in this analysis. Nutrient information was obtained either directly from the manufacturer or from Innova Market Insights.

Three nutrient profiling methods were selected to evaluate each company's product portfolio. The Australasian Health Star Rating (HSR) system was used to assess the relative healthiness of company product portfolios. The proportion and sales-weighted proportion of products that could be considered 'healthier' using the HSR was calculated using a cut-off of 3.5 out of 5.0 stars and was examined by country, by company and by food and beverage category. Each company was then ranked by both the sales-weighted mean HSR of its product portfolio, and the sales-weighted proportion of products receiving 3.5 HSR or above. The World Health Organization (WHO) Euro Nutrient Profile Model was used to assess the proportion of products in each company's portfolio that met the nutritional criteria to be eligible to market to children. This analysis was performed for all products, regardless of the marketing target audience, as a useful supplementary method to assess the healthiness of products. The Nutri-Score nutrient profile model was also applied to relevant products, as a supplementary method to examine how company portfolios would fare under a color-coded nutrient profiling scheme.

The sales-weighted mean healthiness of all companies' products was 2.3 stars out of 5.0, with substantial variation between companies observed (from Hershey with 1.0 to Danone with 3.8). Around a third (34%) of products met the HSR cut-off for "healthier". Only 15% of products overall were eligible to be marketed to children according to the WHO criteria, and one company (Ferrero) had no products eligible for marketing to children at all. Only 13% of products (sales-weighted) received an 'A' or 'B' rating under Nutri-Score. Companies with portfolios dominated by dairy products generally ranked highest (e.g. Danone, Arla and FrieslandCampina), and those with portfolios dominated by confectionery items generally ranked lowest (e.g. Ferrero and Hershey).

This is the third Global Product Profile to be completed; the first undertaken in 2018 and the second in 2021. The *2024 Global Product Profile* has a broader scope than the previous two Global Product Profiles, with 30 manufacturers in 25 countries now included. The *2024 Global Product Profile* aimed to delve deeper into portfolios from low- and middle-income countries (LMICs) as the availability and consumption of pre-packaged foods and beverages in these markets is rapidly increasing. Even though these markets might only constitute a fraction of the companies' global sales, the presence and market share in these markets is considerable in some cases. Therefore, ATNi, supported by its funders, has chosen to have a greater focus on the evolving role of the food industry in these LMIC markets.

There were significant strengths and some important weaknesses to the analyses. Product portfolio and nutrition composition data was shared with all 30 companies and 26 reviewed the information to some extent. Although this is a higher level of engagement compared to the response rate in 2018 when a first iteration of this assessment was performed, 13 companies provided a full list of the products in their portfolio, 6 companies used a combination of their own data and data from Innova Market Insights, for 9 companies Innova data was used (and of those 4 companies reviewed that data) - which limits the ability to determine a more accurate market coverage achieved by the inclusion of these 53,315 products. The wide variation in the proportion of the companies' total global portfolios included in the study also needs to be taken into consideration when interpreting the results. As only 25 countries were included in this analysis, this meant that in some cases a high a proportion of some companies' global sales was not captured. On balance, however, it is reasonable to conclude that the average healthiness of the products provided and sold by the largest global food companies is sub-optimal and has not changed since the 2021 Product Profile.

BACKGROUND

The George Institute for Global Health's mission is to improve the health of millions of people worldwide. More specifically, the Food Policy Division works to reduce rates of death and disease caused by diets high in salt, saturated fat, sugar and excess energy, by undertaking research and advocating for a healthier food environment. The Division's main areas of activity are quantifying the healthiness of the food supply, encouraging food reformulation, and developing innovative approaches to encourage consumers to make healthier food choices.

In 2024, The George Institute was commissioned by the Access to Nutrition initiative (ATNi) to produce the third multi-country *Product Profile* to be incorporated into the *2024 Global Index*. The Index will score and rank the contribution of 30 of the world's largest food and beverage manufacturers to tackling the global rise in diet-related diseases. It will combine an analysis of those companies' policies, practices and disclosures **(the Corporate Profile)** with an analysis of the nutritional quality of each company's food and beverage products in 25 different country markets using the Health Star Rating (HSR) **(the Product Profile)**. Additionally, this report provides further insights of how company portfolios are performing based on the World Health Organization (WHO) Euro Nutrient Profile Model and the Nutri-Score Nutrient Profile Model.

The George Institute was selected to undertake this work given its successful completion of the first two Global Product Profiles in 2018 and 2021. Data for 2024 were derived from Innova Market Insights or directly from the manufacturers. The work was conducted by a team at The George Institute for Global Health. The ATNi team, who had access to sales data from the Euromonitor database, also did a series of subsidiary sales-weighted analyses that have been included in this report.

OVERALL GOAL AND SPECIFIC OBJECTIVES

The overall goal of this work was to provide stakeholders, including companies, government, investors, nutrition experts and others with a fuller understanding of the nutritional quality of packaged food and non-alcoholic beverage products (hereafter "foods and beverages") sold by 30 of the world's largest manufacturers globally across a selection of 25 countries.[3] Specific objectives were to answer the following questions:

1. *What is the average nutritional quality of each company's product portfolio and how do companies compare?* The metric used was the mean Health Star Rating of the product portfolio.

2. *What is the average sales-weighted nutritional quality of each company's product portfolio and how do companies compare?* The metric used was the sales-weighted mean Health Star Rating of the product portfolio.

3. *What proportion of each company's products are 'healthier' and how do companies compare?* The metric used was the proportion of the product portfolio that had a Health Star Rating of 3.5 stars or above.

4. *What proportion of each company's product sales are 'healthier' and how do companies compare?* The metric used was the sales-weighted proportion of products that had a Health Star Rating of 3.5 stars or above.

5. *What proportion of each company's products are eligible to be marketed to children according to WHO criteria and how do companies compare?* The metric used was the proportion of the product portfolio meeting WHO Euro nutrient profiling criteria for marketing to children.

6. *What proportion of each company's product sales are eligible to be marketed to children according to WHO criteria and how do companies compare?* The metric used was the sales-weighted proportion of products meeting WHO Euro nutrient profiling criteria for marketing to children.

In addition to the specific objectives of this report, secondary objectives included:

1. *What is the average nutritional quality of each company's product portfolio using Nutri-Score and how do companies compare?*

Results for Nutri-Score and the WHO Euro Nutrient Profile Model were not incorporated into the final score for companies.

[3] Note that nutritional quality for the purposes of this report does not include assessment of whether products have been fortified with micronutrients.

METHODS

Selection of companies

ATNi requested The George Institute to include the products of 30 global food and beverage manufacturers. The included companies, in alphabetical order, with the name used throughout this report in brackets are:

1. The Ajinomoto Group Co Inc (Ajinomoto)
2. Arla Foods Amba (Arla)
3. Barilla Holding S.p.A (Barilla)
4. Campbell Soup Co (Campbell's)
5. China Mengniu Dairy Company Limited (Mengniu)
6. The Coca-Cola Company (Coca-Cola)
7. Conagra Brands Inc (Conagra)
8. Danone Groupe (Danone)
9. Ferrero Group (Ferrero)
10. Flora Food Group BV (Flora FG)
11. General Mills Inc (General Mills)
12. Grupo Bimbo S.A.B de C.V. (Grupo Bimbo)
13. Hershey Co (Hershey)
14. Hormel Foods Corp (Hormel)
15. Indofood Sukses Makmur Tbk PT (Indofood)
16. Inner Mongolia Yili Industrial Group Company Limited (Yili)
17. Kellanova Co (Kellanova)
18. Keurig Dr Pepper (KDP)
19. Kraft Heinz Co (Kraft Heinz)
20. Lactalis Groupe (Lactalis)
21. Lotte Group (Lotte)
22. Mars Inc (Mars)
23. Meiji Holdings Co Ltd (Meiji)
24. Mondelēz International Inc (Mondelēz)
25. Nestlé SA (Nestlé)
26. Nissin Foods Holdings Co Ltd (Nissin)
27. PepsiCo Inc (PepsiCo)
28. Royal FrieslandCampina NV (FrieslandCampina)
29. Suntory Beverage & Food Ltd. (Suntory)
30. Unilever Group (Unilever)

It's important to note that not all companies operated in each of the 25 countries examined in this report. Up to 12 countries were selected for each company. **Table A** below outlines which countries were examined for each company.

Selection of countries

The 25 countries included in this report were those that ATNi selected to ensure both companies' major markets (where they derive 50% or more of their global revenues), as well as markets in LMICs where the sale and consumption of pre-packaged food and beverage products is rapidly increasing, were included. The 25 countries included in this analysis were as follows:

1. Australia (AU)
2. Brazil (BR)
3. Canada (CA)
4. China (CN)
5. Denmark (DK)
6. Ethiopia (ET)
7. France (FR)
8. Ghana (GH)
9. India (IN)
10. Indonesia (ID)
11. Italy (IT)
12. Japan (JP)
13. Kenya (KE)
14. Mexico (MX)
15. Netherlands (NL)
16. Nigeria (NG)
17. Pakistan (PK)
18. Philippines (PH)
19. South Africa (ZA)
20. Sweden (SE)
21. Tanzania (TZ)
22. Thailand (TH)
23. UK (UK)
24. USA (US)
25. Vietnam (VN)

Each country was classified into one of three income groups (lower-middle-income, upper-middle-income or high-income) to examine differences in each of the metrics used.

Table A *Country datasets used for each company's analysis*

Company	AU	BR	CA	CN	DK	ET	FR	GH	IN	ID	IT	JP	KE	MX	NL	NG	PK	PH	ZA	SE	TZ	TH	UK	US	VN	Total
Ajinomoto	-	√	-	-	-	-	√	-	-	√	-	√	-	-	-	-	-	√	-	-	-	√	-	√	√	**8**
Arla	√	-	-	-	√	-	-	√	-	√	-	-	-	-	√	√	-	√	-	√	-	-	√	√	-	**10**
Barilla	√	√	-	-	-	-	√	-	-	-	√	-	-	√	√	-	-	-	√	√	-	-	-	√	√	**10**
Campbell's	-	-	√	-	-	-	-	-	-	-	-	-	-	√	-	-	-	-	-	-	-	-	-	√	-	**3**
Coca-Cola	-	√	-	√	-	-	-	-	√	-	-	√	√	√	-	√	-	√	√	-	√	√	-	√	-	**12**
Conagra	-	-	-	-	-	-	-	-	√	-	-	-	-	√	-	-	-	-	√	-	-	-	-	√	-	**4**
Danone	-	√	-	-	-	-	√	√	-	√	-	-	-	√	√	√	-	-	√	-	-	-	√	√	-	**10**
Ferrero	-	√	-	-	-	-	√	-	√	√	√	-	√	√	√	-	-	-	√	-	-	-	√	√	-	**11**
Flora FG	-	√	-	-	-	-	√	-	-	√	-	-	√	√	√	-	√	-	-	-	√	-	√	√	-	**10**
FrieslandCampina	-	-	-	-	-	√	-	√	-	√	-	-	√	-	√	√	√	√	-	-	-	√	-	-	√	**10**
General Mills	√	√	-	√	-	-	-	-	√	-	-	√	-	√	-	-	-	-	√	-	-	√	√	√	-	**10**
Grupo Bimbo	-	√	√	√	-	-	-	-	√	-	-	-	-	√	-	-	-	-	-	-	-	-	√	√	-	**7**
Hershey	-	√	-	√	-	-	-	-	√	-	-	-	-	√	-	-	-	√	-	-	-	√	√	√	√	**9**
Hormel	√	√	-	√	-	-	-	-	√	√	-	-	-	√	-	-	-	√	-	-	-	√	√	√	-	**10**
Indofood	√	-	-	-	-	-	-	√	-	√	-	-	√	-	-	-	-	√	-	-	-	-	√	-	√	**7**
Kellanova	√	√	-	-	-	-	√	-	√	-	-	-	-	√	-	√	-	√	√	-	-	-	√	√	-	**10**
KDP	-	-	√	-	-	-	-	-	-	-	-	-	-	√	-	-	-	-	-	-	-	-	-	√	-	**3**
Kraft Heinz	√	√	-	√	-	-	-	-	-	√	-	-	√	√	√	-	-	-	-	-	√	√	√	√	-	**11**
Lactalis	√	√	-	-	-	-	√	-	√	-	-	-	-	√	-	-	-	√	√	-	-	√	-	√	√	**10**
Lotte	√	-	-	√	-	-	-	-	√	√	-	√	√	-	-	-	-	√	-	-	-	√	-	-	√	**9**
Mars	-	√	-	√	-	-	√	-	√	-	-	-	√	√	√	-	-	-	√	-	√	-	√	√	√	**12**
Meiji	√	-	-	√	-	-	-	-	-	√	-	√	-	-	-	-	-	√	-	-	-	√	-	√	√	**8**
Mengniu	-	-	-	√	-	-	-	-	-	√	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	**2**
Mondelēz	-	√	-	-	-	-	√	-	√	√	-	-	√	√	-	-	-	√	√	-	√	-	√	√	√	**12**
Nestlé	-	√	-	√	-	-	√	-	√	√	-	-	√	√	-	-	-	√	-	-	√	√	√	√	-	**12**
Nissin	-	√	-	√	-	-	-	-	√	√	-	√	-	√	-	-	-	√	-	-	-	√	-	√	√	**10**
PepsiCo	-	√	-	√	-	-	-	-	√	-	-	-	√	√	√	-	-	√	√	-	√	-	√	√	√	**12**
Suntory	√	-	-	√	-	-	√	√	-	-	-	√	√	-	-	√	-	-	√	-	-	-	√	-	√	**10**
Unilever	-	√	-	-	-	-	√	-	√	√	-	-	-	√	-	-	-	√	√	-	-	√	√	√	-	**10**
Yili	-	-	-	√	-	-	-	-	-	√	-	-	-	-	-	-	-	-	-	-	-	√	-	-	-	**3**
TOTAL	**11**	**19**	**3**	**15**	**1**	**1**	**12**	**5**	**16**	**17**	**2**	**7**	**12**	**21**	**9**	**6**	**2**	**16**	**13**	**2**	**7**	**14**	**17**	**24**	**13**	**-**

Choice of nutrient profile models

Nutrient profiling is the science of classifying or ranking foods according to their nutritional composition for the purpose of preventing disease and promoting health.[4] Nutrient profile models have been developed by academics, government departments, health-related charities and the food industry for a variety of applications including: to underpin food labelling; to regulate the marketing of products to children; and to regulate the use of health and nutrition claims. Although nutrient profiling is a tool to quantify aspects of individual foods, not diets, nutrient profile models are commonly used to underpin policies designed to improve the overall nutritional quality of diets. The *2018 Global Product Profile* utilised two nutrient profile models based on an extensive search of the literature: The Australasian Health Star Rating and the WHO Euro Nutrient Profile Model. The *2021 Global Product Profile* also utilised the HSR but utilised region-specific WHO Nutrient Profile Models. Due to the large differences between regional models, the *2024 Global Product Profile* has reverted to using the WHO Euro as the "standard" WHO model to compare all countries against. This year, although not included in overall company scores, to examine results in light of current and widely-used nutrient profile models, results are also presented using the Nutri-Score nutrient profile model.

The Health Star Rating is a front-of-pack interpretive nutrition labelling system designed to assist consumers in making healthier choices. The underlying nutrient profile model assesses nutrients of concern (overall energy, sodium, total sugar, saturated fat) and positive food components (fruit and vegetable content, protein, fibre) to score products on the basis of nutritional composition per 100g or 100mL across one of six categories. These scores are then converted to a 'Health Star Rating' from 0.5 to 5 stars. Development was led by the Australian government in collaboration with industry, public health and consumer groups, and builds upon the Nutrient Profiling Scoring Criteria (NPSC) previously developed by the Australian and New Zealand Governments to regulate health claims.[5] The NPSC itself was developed from the United Kingdom's Ofcom model. The HSR has been implemented in Australia since June 2014 on a voluntary basis. The system has also been adopted in New Zealand. Further detailed information is available online.[6] Of note is that in 2020, an update to the algorithm underpinning the HSR was released, modifying the scores that some products were able to receive. For the *2024 Global Product Profile*, the most current HSR algorithm was used.

The WHO Euro model is a nutrient profile model for use and adaptation by Member States of the WHO European Region when developing policies to restrict food marketing to children. The model operates by first requiring foods to be allocated to one of 22 categories. Products are then checked against category-specific compositional thresholds for nutrients and other food components. A product must not exceed on a per 100g/mL basis any of the relevant thresholds for that product category if marketing is to be permitted. Results under this model are simply expressed on a binary basis i.e. 'marketing permitted' or 'marketing not permitted'. Although originally developed in Europe, the model is being adapted for other WHO Regions. In the absence of standardised regulation in this area, the Euro model was selected as a reasonable basis by which to determine products' suitability to be marketed to children in all countries included in analysis. The 2nd edition of the WHO Euro model was used in analysis in this report.

Nutri-Score is a front-of-pack labelling nutrient profile model that provides an overall rating on the nutritional quality of food and beverages, using five different colours to classify food products into five categories: from category A (dark green), indicating higher nutritional quality, to category E (dark orange), indicating lower nutritional quality. This rating system was developed to help guide consumers towards healthier food choices and thus prevent a wide range of nutrition-related chronic diseases. The score for a given food or beverage is calculated by allocating points for the content per 100g (or per 100mL for beverages) of energy, saturated fat, total sugars, sodium, dietary fiber, protein, and of fruits, vegetables and legumes. In 2023, an update to the original Nutri-Score algorithm was released. This most recent algorithm was used for analysis in the *2024 Global Product Profile*.

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[4] World Health Organization, Nutrient Profiling http://www.who.int/nutrition/topics/profiling/en/
[5] See Australia New Zealand Food Standards Code, Standard 1.2.7
[6] Department of Health, Australian Health Star Rating website: http://healthstarrating.gov.au

Table B *Comparison of the HSR, WHO and Nutri-Score models*

	HSR	WHO Euro	Nutri-Score
Country/region of origin	Australia	Europe	Europe
Date of development	2014 (updated 2020)	2015 (updated 2024)	2017 (updated 2023)
Scoring method	Negative nutrients score is combined with positive nutrients score to arrive at a final 'score' which is then converted to a Health Star Rating from 0.5 to 5.0.	Products must not exceed category-specific thresholds per 100g/mL to be permitted to market to children.	Negative nutrients score is combined with positive nutrients score to arrive at a final 'score' which is then converted to a scaled rating from 'A' (most healthy) to 'E' (least healthy).
Nutrients included in model	Energy Saturated fat Total sugars Sodium Fibre Fruit, vegetables, nuts and legumes (FVNL) Calcium Artificial sweeteners	Energy Total fat Saturated fat Total sugars Added sugars Artificial sweeteners Trans fat Sodium	Energy Saturated fat Total sugars Sodium Fibre Fruit, vegetables, legumes Artificial sweeteners
Original purpose	Front-of-pack nutrition labelling.	Regulation of marketing to children.	Front-of-pack nutrition labelling.
Original scoring system	Depending on which category the product falls in, the 'score' is converted to a Health Star Rating from 0.5 to 5.0 stars that can be displayed in a logo on the front of pack.	Depending on the product category, marketing to children is either never permitted (e.g. for confectionery), or only permitted if the product does not exceed specified thresholds of negative nutrients per 100g/mL.	Depending on which category the product falls in, the 'score' is converted to a coloured scaled rating from 'A' (most healthy) to 'E' (least healthy).

Eligibility of food and beverage products

Foods and beverages eligible for inclusion were defined as *'all packaged foods and non-alcoholic beverages manufactured by the included companies.'* A food or beverage was considered a unique item based upon the brand name and description irrespective of serving size and packaging (i.e. a specific brand of soda sold in 330mL cans was considered to be the same food item as the same specific brand of soda sold in 600mL bottles). The following products were excluded from analyses:

1. Unprocessed meat, poultry, fish and raw agricultural commodities such as plain cereals (on the basis that such foods are not generally required to carry a nutrient declaration)
2. Plain tea and coffee (on the basis that these make an inherently low nutritional contribution and are thereby not required to display a nutrient declaration)
3. Some (not all) condiments such as herbs, salt, pepper, vinegars and spices (those that do not have nutrition information)
4. Infant formulas, medical nutrition supplements and baby food and baby beverages (excluded because these products are not consumed by the general population and the selected models are not appropriate for their evaluation).

Product identification

For each company, the top five Euromonitor International categories (according to sales estimates) for each country selected were identified by ATNi, and that list was provided to The George Institute. Two data sources were used to create a product list for each manufacturer comprising nutritional information:

- Product data provided directly by manufacturers
- Product data from Innova Market Insights

Data review

In January 2024, the 30 companies were given the opportunity to provide ATNi directly with their data using a template or indicate whether they would like ATNi to provide them with data from Innova Market Insights database for their review (product list and nutrient content). The companies had the opportunity to make corrections or additions to information about their product range. Depending on the requirements under the HSR algorithm, for some products that required additional ingredients to be added before consumption (e.g. a beverage powder), companies were asked to provide information for the product "as consumed".

Imputation of essential missing data

For many products the available nutritional information was insufficient to apply the selected nutrient profile models. This is due to differences in legislation around what nutrients are required to be displayed on the label (for example, fibre is mandatory in the USA but not in all countries included in our analysis). It was therefore necessary to impute missing data which was done as follows:

- For countries that do not require certain nutrients to be displayed on pack, proxy values for those nutrients (most commonly saturated fat, total sugar, sodium, fibre and 'fruit vegetable nut and legume' (FVNL) content) were used. These proxy values were developed by The George Institute using the average value of the products with available data. These proxy values were estimated for each category in each country and assigned to those products in that category with missing data.
- The presence of added sugars and sweeteners was determined from the ingredients lists.

It is worth noting that some companies provided the required missing information such as added sugar content and FVNL content, so imputation was not necessary in all cases.

Product categorisation

Products were categorised in four ways:

- To one of The George Institute's food and beverage categories
- To a WHO Euro NPM category
- To a Nutri-Score category
- To one of 27 categories within the Euromonitor International food and beverage categorisation system. Euromonitor is a privately-owned market research firm providing data and analysis on total market sizes, market shares and trends in a range of industries, including food. This categorisation was made to enable the nutrition analysis to be combined with sales data.

Groupings of Euromonitor International categories - hereafter called 'Euromonitor subsets' - were made to generate subsets of products of sufficient size to allow nutritional analysis of comparable food products.

***Table C** Euromonitor subsets*

Foods	Beverages
Baked Goods	Bottled Water
Breakfast Cereals	Carbonates
Confectionery	Concentrates
Dairy	Energy Drinks
Edible Oils	Instant Tea and Coffee Mixes
Ice Cream	Juice
Meat and Seafood Substitutes	Other Hot Drinks
Plant-Based Dairy	RTD Coffee
Processed Fruit and Vegetables	RTD Tea
Processed Meat and Seafood	Sports Drinks
Ready Meals	
Rice, Pasta and Noodles	
Sauces, Dips and Condiments	
Savoury Snacks	
Soup	
Sweet Biscuits, Snack Bars and Fruit Snacks	
Sweet Spreads	

Application of imputed data in the nutrient profile models

The three nutrient profile models were applied with the following use of proxy information from imputed values:

- For the purposes of generating a Health Star Rating, proxy values were used for saturated fat, sugar, fibre and sodium, but *only* if information was not missing for three or more key nutrients required under analysis (for category 1 beverages products were excluded if energy and/or total sugar were missing). If three or more of these nutrients were missing, then the product was excluded from the analysis. Products were not included in the analysis if energy or protein content were missing. Plain packaged water was assigned a Health Star Rating of 5.0 consistent with the Health Star Rating Guidelines.[7]
- For the purposes of generating an outcome under the WHO Euro model, proxy values were used for total fat, saturated fat, sugar and sodium, but *only* if the product was not missing three or more nutrients required for analysis under a similar strategy to that described above for the Health Star Rating. Eligibility was determined category-by-category as there are different nutrient criteria for each category under the WHO Euro model.
- For the purposes of generating an outcome under the Nutri-Score model, proxy values were used for saturated fat, sugar and sodium, but *only* if the product was not missing three or more nutrients required for analysis under a similar strategy to that described above for the Health Star Rating. Eligibility was determined category-by-category as there are different nutrient criteria for each category.

These decisions were a pragmatic compromise between enabling analysis of the majority of identified products versus basing analysis on mostly proxy data. Due to differences in the models and nutrients involved, some products were eligible for scoring under one model but not another. **Table D** and **Table E** show the number of products from each country with proxy data used in analysis.

[7] Australian Government, Health Star Rating System 'Guide for Industry', available at http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/guide-for-industry

Sales data

Sales data estimates were obtained at the Euromonitor subset level for each company to select the top 5 product categories per market. The companies had the opportunity to provide feedback on the country and category selection by sharing updated sales estimates or updated percentage breakdowns for all categories. This was used to generate sales-weighted outcomes for the three sets of analyses. ATNi accepts full responsibility for these components of the report. The sales data were those for the 2022 period. Where a category did not command 1% or more market share in a country in a company, that category was not included.

Sales-weighted HSRs were calculated per company in two steps. As the comparison between companies was the main objective of this assessment, sales weighting was performed from a company perspective and not from a country perspective. Company's sales-weighted mean HSRs in each country were calculated as the first step, based on the category sales relative to the total combined sales for all the company's categories assessed in that country. As a second step, sales-weighted HSRs were calculated per company, based on the country sales relative to the total combined sales of all relevant countries for the company. This approach was taken to apply a weighting that is most relevant for health impact (assuming sales are correlated with consumption) as well as company commercial value. To calculate the total value of sales at the country-level generated by healthier products, a similar two-step approach was taken. For the first step, total sales of the company within each category in each country was multiplied by the percentage of healthier products (i.e. products with an HSR of 3.5 of more) in the category, a figure generated by The George Institute. The second step was similar to the second step of the sales-weighted HSRs, to calculate the company's overall weighted value. The same approach was taken to calculate the total values of sales generated by products suitable to be marketed to children under the WHO Euro criteria.

Ideally, sales values of individual products would have been used to generate a more accurate sales-weighted data; however, such product-level data were not available for this analysis. Using category sales data was the most accurate available option.

Table D *Number of products from each country where proxy values were used in analysis for the Health Star Rating*

Country	Total products (n)	All data direct from label (n)	Proxy data for 1 component (n)	Proxy data for 2 components (n)	Proxy data for 3 components (n)	Insufficient data (n)
Australia	1,264	649	552	61	1	1
Brazil	3,238	2,125	807	150	34	104
Canada	669	667	2	0	0	0
China	2,721	1,129	497	583	423	89
Denmark	747	747	0	0	0	0
Ethiopia	7	7	0	0	0	0
France	4,597	3,125	1,006	339	17	110
Ghana	74	71	3	0	0	0
India	1,820	1,215	264	179	78	84
Indonesia	1,273	885	319	54	3	12
Italy	1,415	786	539	67	16	7
Japan	3,607	1,443	320	148	1,636	69
Kenya	257	185	17	12	0	26
Mexico	3,406	3,112	248	16	0	27
Netherlands	1,482	1,016	405	45	4	12
Nigeria	139	131	7	1	0	0
Pakistan	19	17	1	0	0	1
Philippines	1,212	1,070	112	24	5	1
South Africa	1,350	1,193	102	22	1	32
Sweden	977	901	74	2	0	0
Tanzania	172	116	10	0	0	44
Thailand	847	645	84	104	7	5
UK	4,577	3,189	1,118	229	2	39
USA	16,790	14,946	1,588	123	3	128
Vietnam	655	426	108	36	12	73
Total	**53,315**	**39,794**	**8,183**	**2,195**	**2,242**	**864**

Table E *Number of products from each country where proxy values were used in analysis for the WHO criteria*

Country	Total products (n)	All data direct from label (n)	Proxy values used* (n)	Insufficient data (n)
Australia	1,264	1,142	122	0
Brazil	3,238	2,225	984	11
Canada	669	669	0	0
China	2,721	1,378	1,295	48
Denmark	747	747	0	0
Ethiopia	7	7	0	0
France	4,597	3,903	648	46
Ghana	74	71	3	0
India	1,820	1,503	297	20
Indonesia	1,273	1,024	239	10
Italy	1,415	1,036	379	0
Japan	3,607	1,488	2,113	6
Kenya	257	194	37	9
Mexico	3,406	3,126	261	16
Netherlands	1,482	1,267	206	9
Nigeria	139	131	8	0
Pakistan	19	19	0	0
Philippines	1,212	1,136	76	0
South Africa	1,350	1,237	89	24
Sweden	977	903	74	0
Tanzania	172	124	40	6
Thailand	847	705	140	0
UK	4,577	3,825	732	20
USA	16,790	15,501	1,194	93
Vietnam	655	500	137	18
Total	**53,315**	**43,861**	**9,074**	**336**

* Different number of proxies used in each WHO category

Analysis strategy

Seven research questions were addressed:

1. *What is the average nutritional quality of each company's product portfolio and how do companies compare?* This question was addressed by calculating the mean HSR of the product portfolio for each company and ranking companies accordingly. Separate analyses (included as **Appendices** in this report) were also done by Euromonitor subset and by country.

2. *What is the average sales-weighted nutritional quality of each company's product portfolio and how do companies compare?* The metric used was the sales-weighted mean HSR of the product portfolio. ATNi calculated this for each company by: (1) calculating the mean HSR for each Euromonitor subset; (2) multiplying the mean HSR of the food category by the percentage sales for the subset; (3) summing the values obtained for all subsets.

3. *What proportion of each company's products are 'healthier' and how do companies compare?* The metric used was the proportion of the product portfolio that had an HSR of 3.5 stars or above. Separate analyses (included as **Appendices**) were also done by Euromonitor subset and by country.

4. *What proportion of each company's product sales are 'healthier' and how do companies compare?* The metric used was the proportion of a company's sales that were products with an HSR of 3.5 or above. ATNi estimated this for each company by: (1) calculating the percentage of products in each Euromonitor subset with an HSR of 3.5 or above; (2) multiplying that percentage by the percentage sales for the subset; (3) summing these values for all subsets.

5. *What proportion of each company's products is eligible to be marketed to children and how do companies compare?* The metric used was the proportion of the product portfolio meeting WHO criteria for marketing to children. Separate analyses (included as **Appendices**) were also done by Euromonitor subset and by country.

6. *What proportion of each company's product sales is eligible to be marketed to children and how do companies compare?* The metric used was the proportion of a company's sales that were products eligible to be marketed to children under the WHO model. ATNi estimated this for each company by: (1) calculating the percentage of eligible products in each Euromonitor subset; (2) multiplying that percentage by the percentage sales for the subset; (3) summing these values for all subsets.

7. *What proportion of each company's products receive each colour rating under Nutri-Score how do companies compare?* The metric used was the proportion of the product portfolio meeting criteria for each letter/color rating under Nutri-Score.

The data were analysed using STATA statistical software version 18.

OVERALL RESULTS

Out of the 53,315 products available for analysis, there was sufficient nutrient information for 52,414 products to generate a Health Star Rating, 52,935 had sufficient nutrient data to be assessed under the WHO Euro model and 52,400 had sufficient nutrient data to be assessed under Nutri-Score. **Table F** shows the number of products in each country by company (for HSR only).

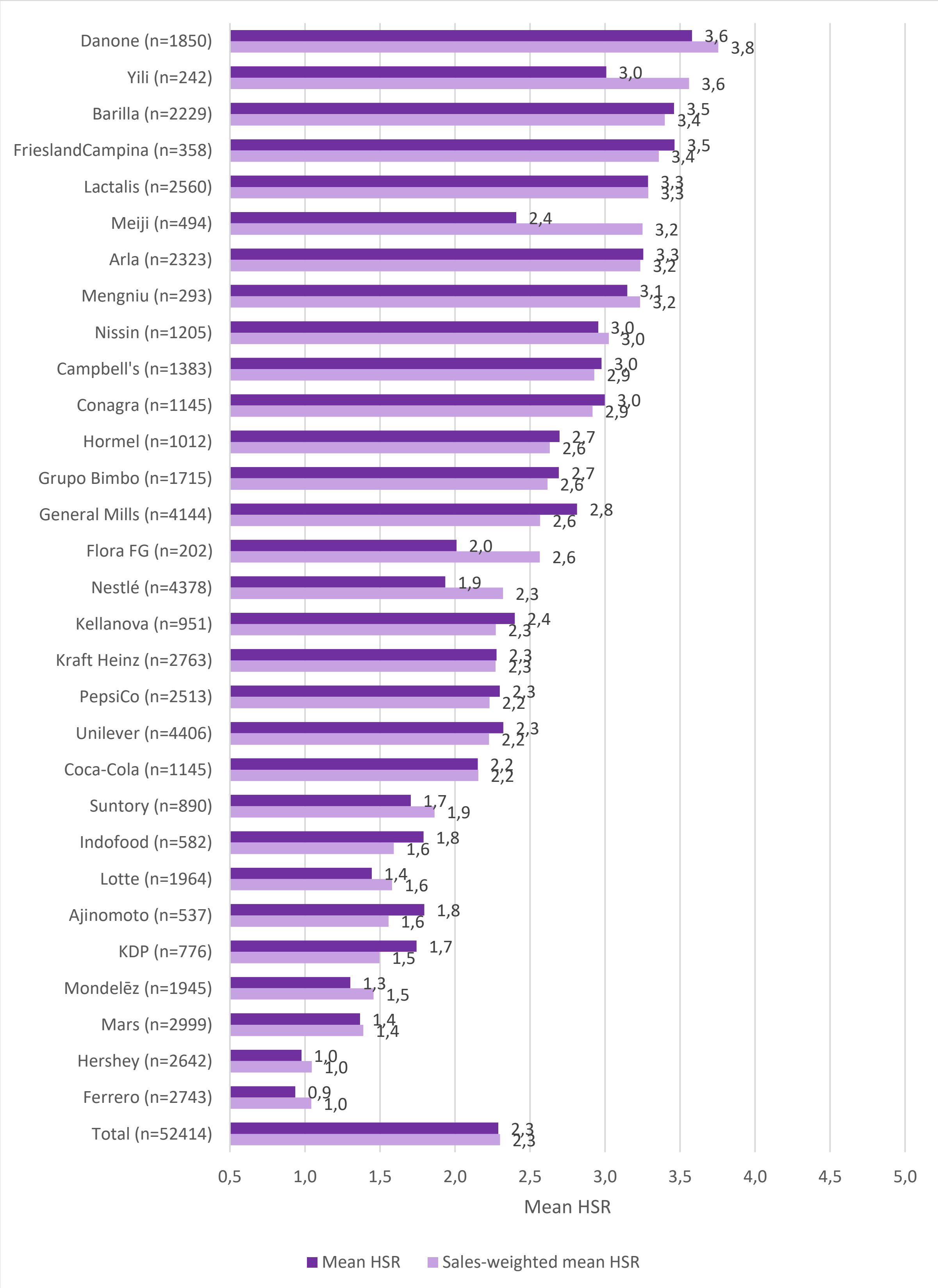
The US had the largest number of products included in analysis overall (n=16,660), followed by the UK (n=4,538) and France (n=4,487). Ethiopia had the lowest with 7 products (only one company had Ethiopia as an included country), followed by Pakistan (n=18) and Ghana (n=74). The company with the largest number of products across the 25 countries included was Unilever (n=4,406) followed by Nestlé (n=4,378) and General Mills (n=4,144), with Flora FG the lowest number of products (n=202).

Table F *Number of products included in the HSR analysis by company and country*

Company	AU	BR	CA	CN	DK	ET	FR	GH	IN	ID	IT	JP	KE	MX	NL	NG	PK	PH	ZA	SE	TZ	TH	UK	US	VN	Total
Ajinomoto		78					22			3		335						11				29		58	1	**537**
Arla	73				747			30		64					194	22		96		812			223	62		**2,323**
Barilla	89	99					379				1,010			94	106				21	165				258	8	**2,229**
Campbell's			266											27										1,090		**1,383**
Coca-Cola		88		126					50			175	27	175		22		29	64		26	33		355		**1,170**
Conagra									81					121					10					933		**1,145**
Danone		134					355	17		11				133	157	36			82				181	744		**1,850**
Ferrero		129					368		133	19	398		10	99	130				59				516	882		**2,743**
Flora FG		4					24			6			6	24	48		4				2		38	46		**202**
FrieslandCampina						7		7		30			5		197	17	14	28				16			37	**358**
General Mills	216	196		35					37			287		82					28			33	316	2,914		**4,144**
Grupo Bimbo		105	269	139					167					501									36	498		**1,715**
Hershey		196		155					117					344				181				46	103	1,467	33	**2,642**
Hormel	16	14		69					5	10				23				13				10	24	828		**1,012**
Indofood	14							13		524			12					5					5		9	**582**
KDP			134											66										576		**776**
Kellanova	86	47					74		32					112		6		37	35				118	404		**951**
Kraft Heinz	340	73		193						108			11	58	197						7	32	277	1,467		**2,763**
Lactalis	364	521					804		57					34				69	233			15		412	51	**2,560**
Lotte	19			74					143	29		1,494	27					22				78			78	**1,964**
Mars		120		390			289		86				19	304	180				158		17		504	879	53	**2,999**
Meiji	17			38						48		183						24				115		40	29	**494**
Mengniu				274						19																**293**
Mondelēz		200					395		89	37			45	169				71	98		28		411	267	135	**1,945**
Nestlé		594		358			491		401	102			9	339				100			31	139	835	979		**4,378**
Nissin		65		278					30	26		644		26				39				37		45	15	**1,205**
PepsiCo		113		234					76				31	301	261			165	341		15		259	603	114	**2,513**
Suntory	29			49			154	7				427	12			36			20				137		19	**890**
Unilever		340					1,132		232	207				344				321	169			253	555	853		**4,406**
Yili				220						18												4				**242**
Total	**1,263**	**3,116**	**669**	**2,632**	**747**	**7**	**4,487**	**74**	**1,736**	**1,261**	**1,408**	**3,545**	**214**	**3,376**	**1,470**	**139**	**18**	**1,211**	**1,318**	**977**	**126**	**840**	**4,538**	**16,660**	**582**	**52,414**

<u>ANALYSIS 1 and 2</u>: *Corporate and country rankings based upon mean nutrient profile of products and sales-weighted mean nutrient profile of products*

Figure A: *Mean Health Star Rating by company – overall product portfolio*



Danone had the highest mean overall HSR of 3.6 out of 5.0 (3.8 when weighted by sales). Ferrero had the lowest mean HSR of 0.9 out of 5.0 followed by Hershey with a mean HSR of 1.0. When results were weighted by product sales, the overall company rankings changed slightly, with 10 companies increasing their mean HSR (Ferrero, Mondelēz, Lotte, Suntory, Nestlé, Flora Foods, Mengniu, Meiji, Yili and Danone). Fourteen companies had a decrease in mean HSR when product sales were taken into account (Barilla, Arla, Campbell's, Conagra, Hormel, Grupo Bimbo, General Mills, Kellanova, PepsiCo, Unilever, Indofood, KDP, Ajinomoto and Royal Friesland). The remaining six companies had the same mean HSR with and without sales-weighting applied. Overall, mean HSR was low at only 2.3 stars out of 5.0 for all companies combined.

***Table G** Proportion of sales represented for each company*

Company	% global sales represented by the selected markets	% sales represented by selected top 5 categories across the selected markets
Ajinomoto	94%	**91%**
Arla	72%	**100%**
Barilla	74%	**99%**
Campbell's	94%	**89%**
Coca-Cola	63%	**98%**
Conagra	63%	**100%**
Danone	42%	**100%**
Ferrero	57%	**97%**
Flora FG	45%	**98%**
FrieslandCampina	48%	**100%**
General Mills	86%	**74%**
Grupo Bimbo	86%	**100%**
Hershey	94%	**100%**
Hormel	92%	**97%**
Indofood	82%	**94%**
KDP	94%	**98%**
Kellanova	77%	**100%**
Kraft Heinz	70%	**91%**
Lactalis	47%	**100%**
Lotte	42%	**100%**
Mars	67%	**99%**
Meiji	98%	**98%**
Mengniu	98%	**100%**
Mondelēz	57%	**100%**
Nestlé	38%	**93%**
Nissin	81%	**100%**
PepsiCo	70%	**95%**
Suntory	87%	**88%**
Unilever	50%	**100%**
Yili	77%	**100%**

Note: ATNi estimates derived from Euromonitor International.

The second column in **Table G** shows the estimated proportion of global retail sales the included countries represented in this analysis for each company. The third column shows the proportion of sales within the included countries that were captured with our product data (products in top 5 product categories). The range of global sales that the 25 countries represented in this analysis ranged from 38% of the portfolio for Nestlé being included, as the selected 10 countries for the company did not cover a majority of the companies' global market, to 98% of Mengniu and Meiji's portfolios. This is an important consideration when interpreting results, as in a number of cases we have not included countries in the analysis which are significant markets. By including the top five categories by sales for each company within each of the 25 countries, we captured more than 70% of products sold by each company in the selected countries.

Table H: *Number of products with each Health Star Rating overall and by company*

Health Star Rating: 3.5 stars or more = healthier product											
	0.5	**1.0**	**1.5**	**2.0**	**2.5**	**3.0**	**3.5**	**4.0**	**4.5**	**5.0**	**All**
Ajinomoto	234	39	28	5	13	100	100	16	1	1	**537**
Arla	344	125	99	99	188	97	132	368	263	608	**2,323**
Barilla	15	85	158	181	150	96	271	820	269	184	**2,229**
Campbell's	57	41	59	117	164	268	409	254	12	2	**1,383**
Coca-Cola	291	117	95	156	77	59	269	26	30	50	**1,170**
Conagra	70	56	92	101	54	162	321	165	46	78	**1,145**
Danone	68	24	49	134	156	218	235	334	277	355	**1,850**
Ferrero	1,735	416	243	147	45	88	61	3	3	2	**2,743**
Flora FG	79	19	10	11	8	20	17	14	10	14	**202**
FrieslandCampina	28	14	16	2	14	34	75	70	41	64	**358**
General Mills	174	287	477	665	496	475	399	492	367	312	**4,144**
Grupo Bimbo	125	147	265	150	50	131	510	243	68	26	**1,715**
Hershey	1,810	234	232	60	81	107	80	17	3	18	**2,642**
Hormel	140	42	74	93	29	154	303	148	24	5	**1,012**
Indofood	170	96	91	34	23	42	75	40	9	2	**582**
KDP	401	35	30	35	11	8	174	65	6	11	**776**
Kellanova	11	66	261	201	121	69	59	91	47	25	**951**
Kraft Heinz	497	220	378	353	230	232	441	282	89	41	**2,763**
Lactalis	348	93	77	53	202	235	247	468	409	428	**2,560**
Lotte	801	272	207	282	65	109	223	3	2	0	**1,964**
Mars	1,585	340	224	93	114	207	415	19	2	0	**2,999**
Meiji	132	57	40	21	17	36	39	52	60	40	**494**
Mengniu	41	2	6	12	19	24	42	133	3	11	**293**
Mondelēz	926	304	263	75	89	98	132	42	10	6	**1,945**
Nestlé	1,702	307	428	228	169	429	514	232	121	248	**4,378**
Nissin	5	7	4	19	172	867	108	13	8	2	**1,205**
PepsiCo	371	180	415	304	353	179	384	176	84	67	**2,513**
Suntory	288	124	121	79	39	81	145	2	1	10	**890**
Unilever	116	346	744	778	991	738	624	58	9	2	**4,406**
Yili	19	11	20	29	20	12	49	38	20	24	**242**
Total	**12,583**	**4,106**	**5,206**	**4,517**	**4,160**	**5,375**	**6,853**	**4,684**	**2,294**	**2,636**	**52,414**
% of total products	**24%**	**8%**	**10%**	**9%**	**8%**	**10%**	**13%**	**9%**	**4%**	**5%**	**100%**

Table H above shows the spread of results achieved by all companies in the 25 included countries across the HSR spectrum. The 30 companies assessed offered products with a range of HSRs but a large number scored poorly. Half (50%) of all products on the market scored 2.0 stars or below. The products that scored 3.5 and above totalled 16,467, accounting for only 31% of all products.

Figure B: *Mean Health Star Rating by Country – overall product portfolio*

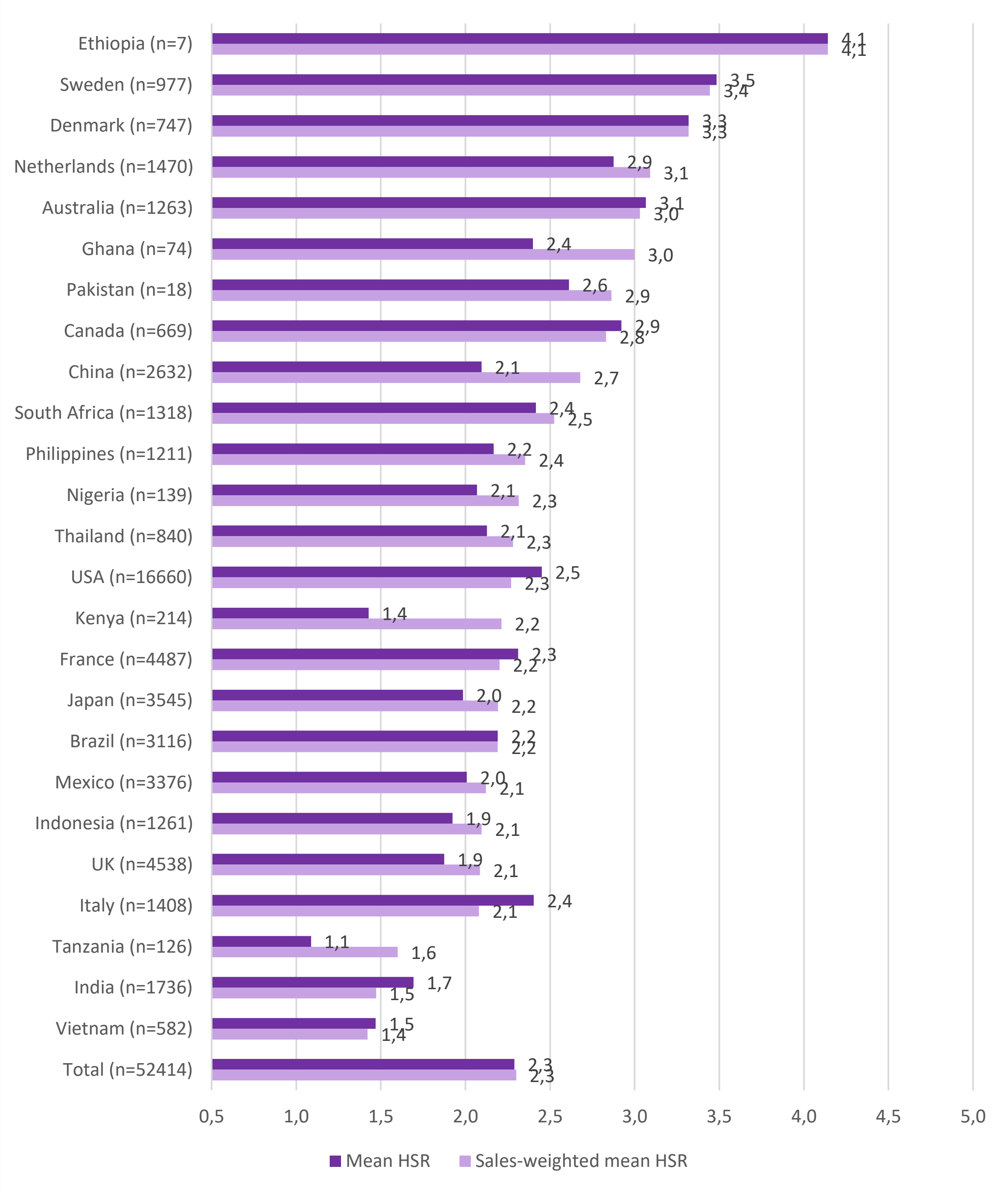


Figure B shows that Ethiopia had the highest sales-weighted mean HSR of the 25 countries included in the analysis (4.1) with only n=7 products, followed by Sweden (3.4). Vietnam had the lowest mean HSR (1.4). However, results by country are to be interpreted cautiously. Most of the top-scoring countries only had data for a small number of countries. For example, Ethiopia had data from only one company, Sweden from two companies, and Denmark from two.

Figure C: *Mean Health Star Rating by Euromonitor subset – overall product portfolio*

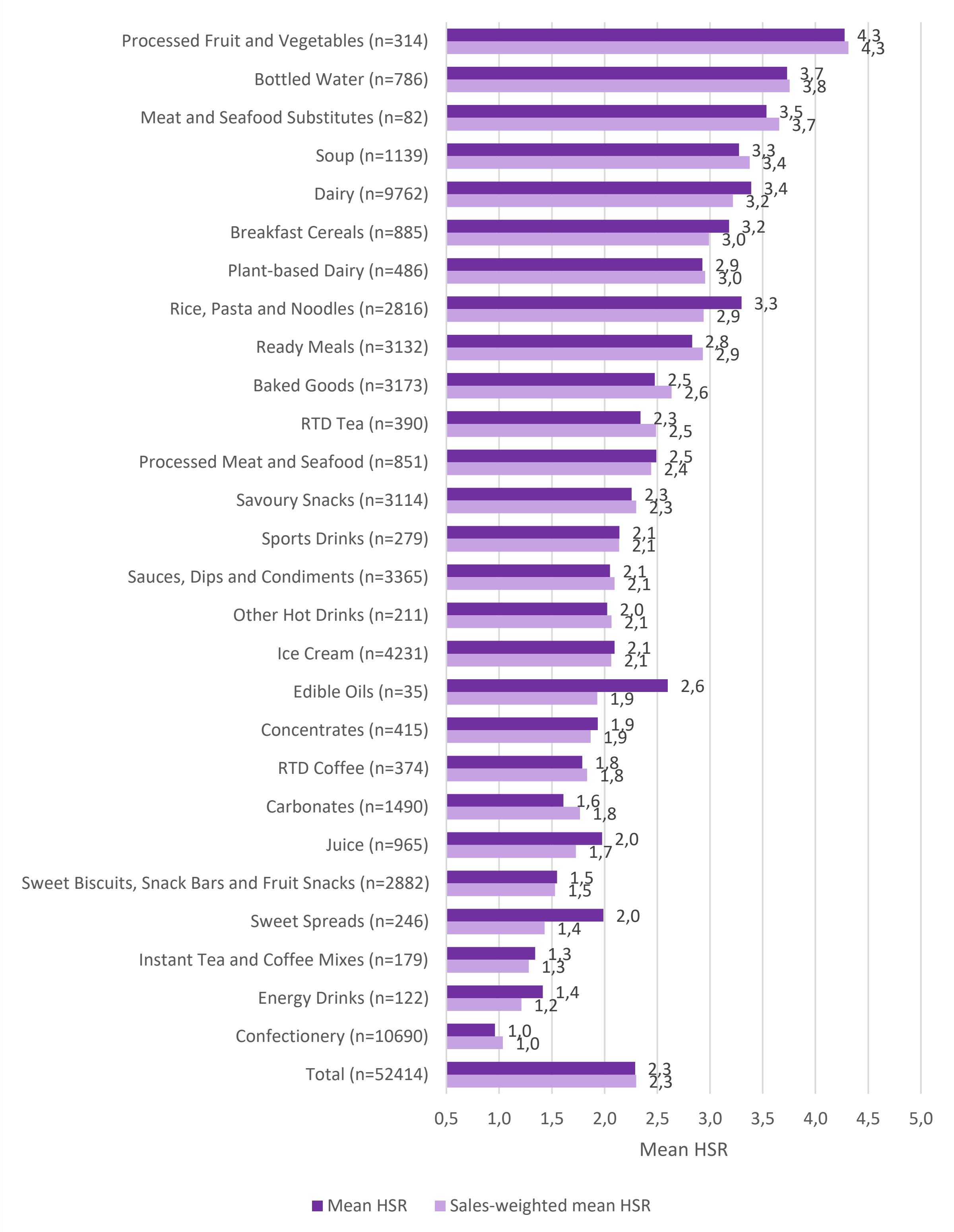


Figure C shows that 'Processed Fruit and Vegetables' had the highest sales-weighted mean HSR of the 27 categories included in the analysis (4.3) followed by 'Bottled Water' (3.8). 'Confectionery' had the lowest mean HSR (1.0) followed by 'Energy Drinks' (1.2). Three categories had a large decrease in mean HSR once sales-weighting was applied; 'Edible Oils' decreased from 2.6 to 1.9, 'Rice, Pasta and Noodles' decreased from 3.3 to 2.9 and 'Sweet Spreads' decreased from 2.0 to 1.4. No categories showed a large increase in mean HSR following sales-weighting.

Figure D: *Mean Health Star Rating by income group – overall product portfolio*

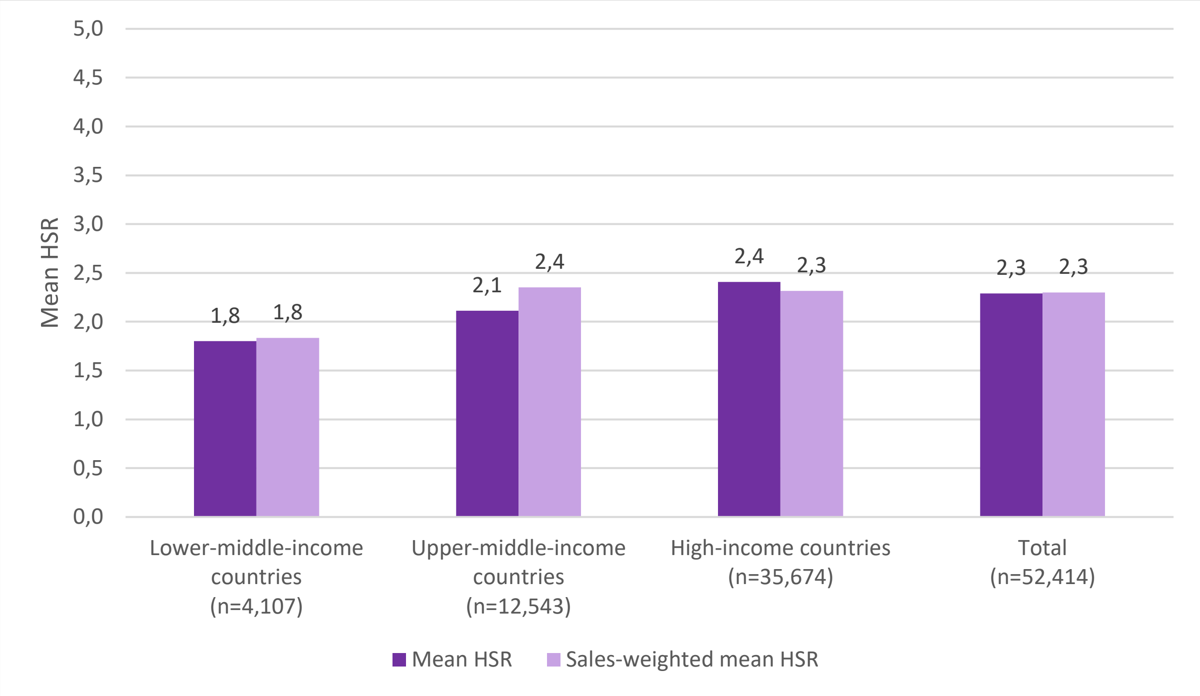
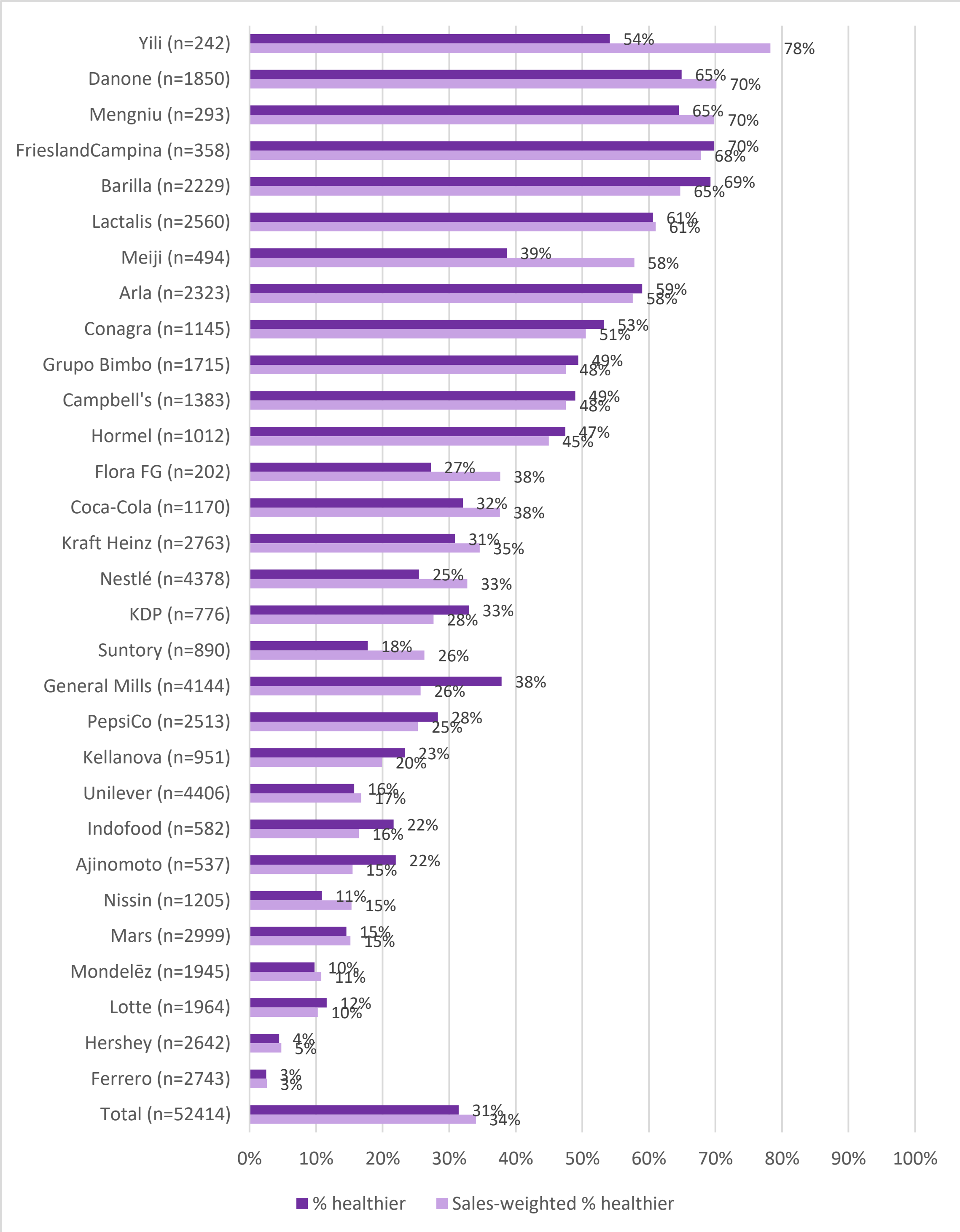


Figure D shows that lower-middle-income countries had the lowest mean HSR of the three income groups examined (1.8), with upper-middle-income countries a mean HSR of 2.4 and high-income countries having a sales-weighted mean HSR of 2.3. For the classification of the income groups, the World Bank classification was followed, where low- and lower-middle income groups where combined as Ethiopia was the only 'low-income' country group in the assessment.

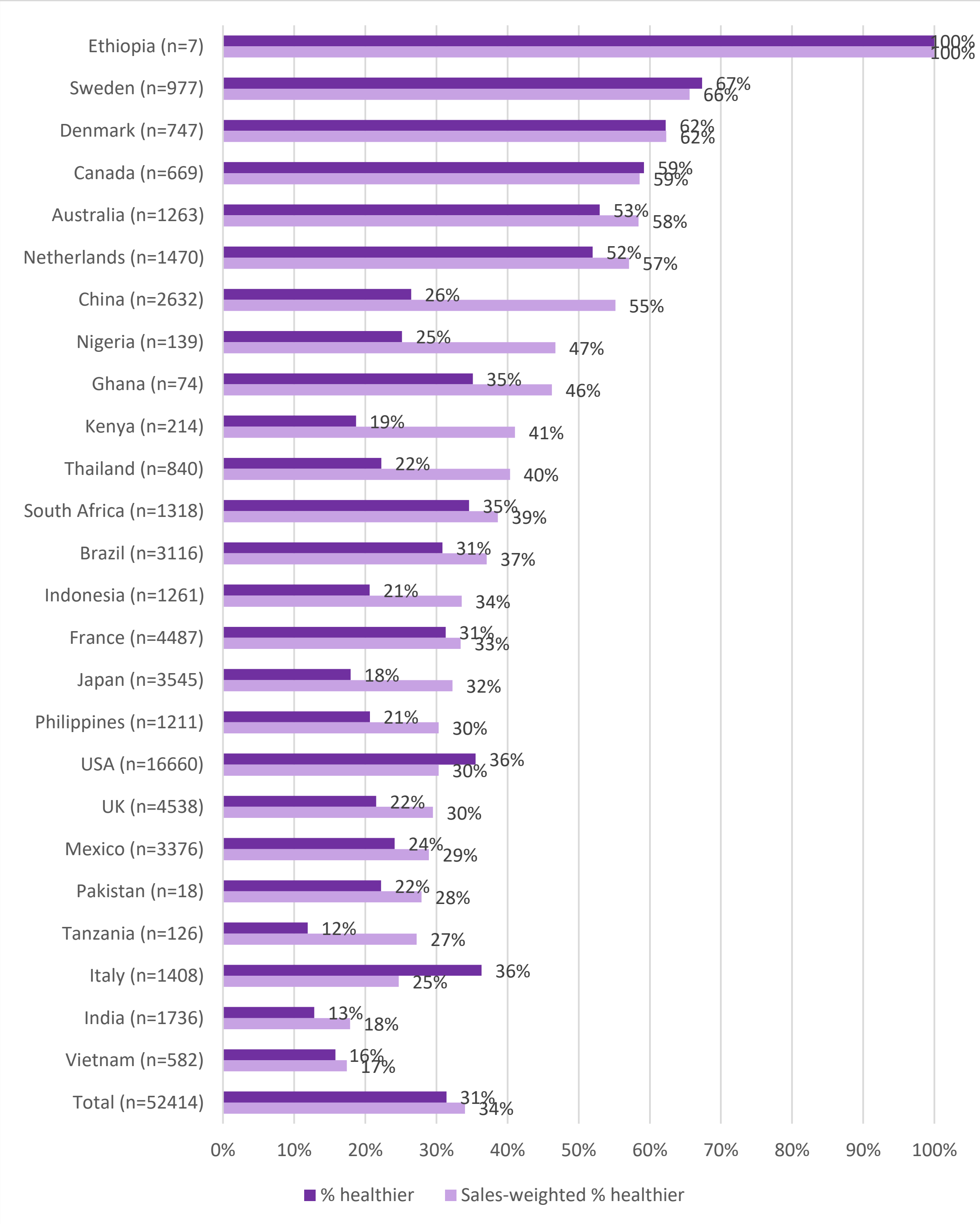
<u>ANALYSIS 3 and 4:</u> *Corporate and country rankings based upon proportion of (sales-weighted) 'healthier' products with HSR ≥3.5*

Figure E: *Proportion of products with ≥3.5 HSR by company*



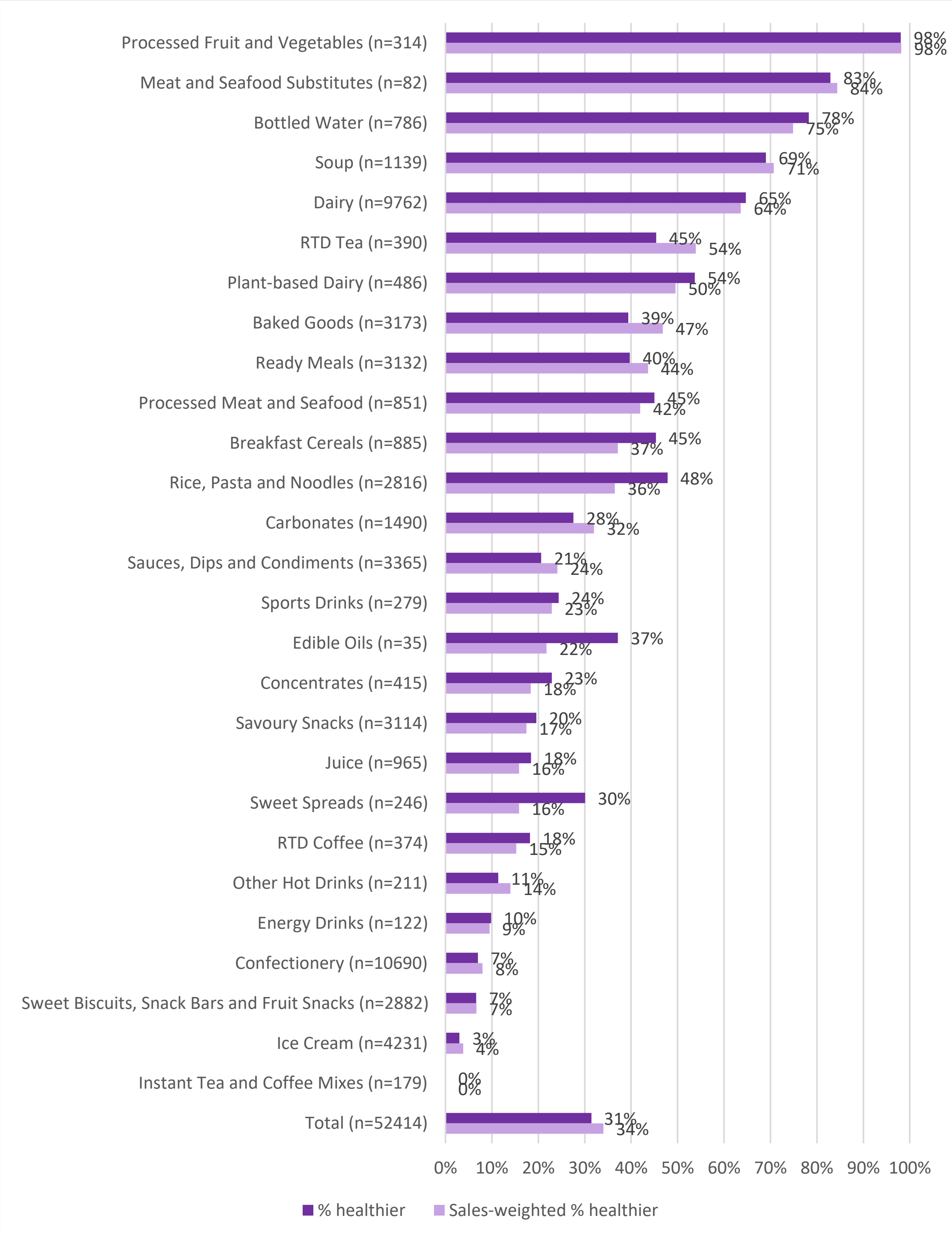
Yili overall had the highest sales-weighted proportion of products achieving an HSR of 3.5 or more (78%; **Figure E**), followed by Danone (70%), Mengniu (70%) and FrieslandCampina (68%). Likely reasons for these results are the fact that the top ranked companies had portfolios dominated by 'Dairy' products which fare well under the HSR algorithm. Companies such as Ferrero and Hershey had the lowest proportion of food products with an HSR≥3.5 due to their products ranges being dominated by confectionery items.

Figure F: *Proportion of 'healthier' products by country*



Only 31% of products in all countries were classified as 'healthier' by this metric, increasing to 34% when results were weighted by sales (**Figure F**). Ethiopia had the highest proportion of products achieving an HSR of 3.5 or above (100%) and Vietnam had the lowest proportion of products available that achieved an HSR of 3.5 or above (17%). However, as with the mean HSR results, it's important to note that the four top ranking countries using this metric only included products from a small number of companies.

Figure G: *Proportion of products with ≥3.5 HSR by Euromonitor subset*



'Processed Fruit and Vegetables' overall had the highest sales-weighted proportion of products achieving an HSR of 3.5 or more (98%; **Figure G**), followed by 'Meat and Seafood Substitutes' (84%), 'Bottled Water' (75%) and 'Soup' (71%). Lowest ranking categories using this metric included 'Instant Tea and Coffee Mixes' (0%), 'Ice Cream' (4%), 'Sweet Biscuits, Snack Bars and Fruit Snacks' (7%) and 'Confectionery' (8%). Seven categories had an increase in the proportion of products achieving an HSR of 3.5 or more after sales-weighting was applied, and 14 categories had a decrease following sales-weighting.

Figure H: *Proportion of products with ≥3.5 HSR by income group*

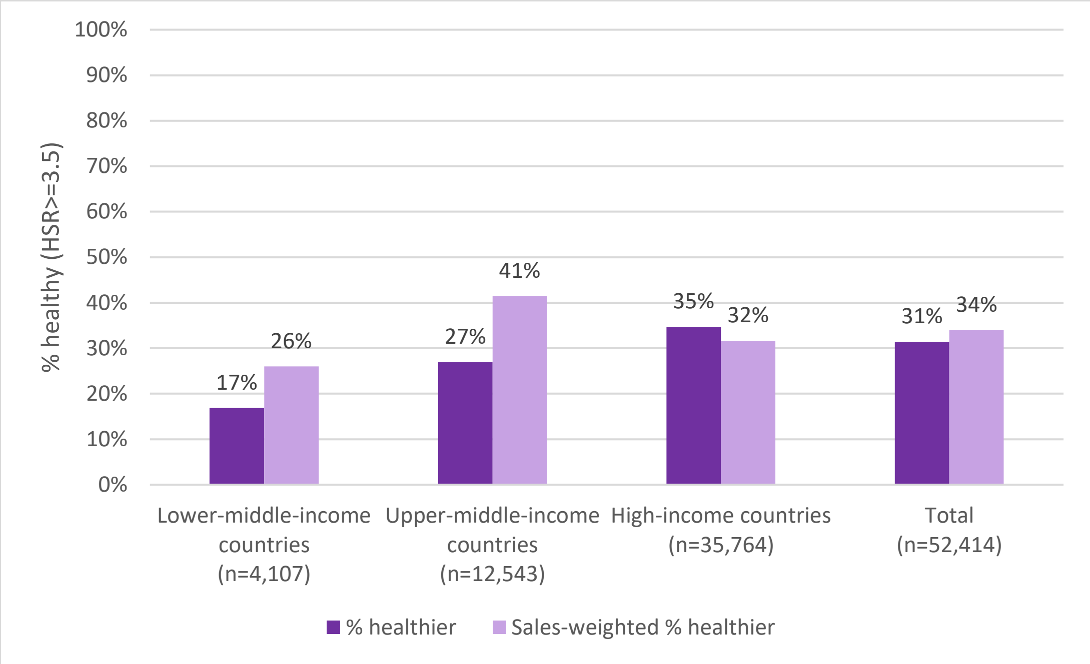
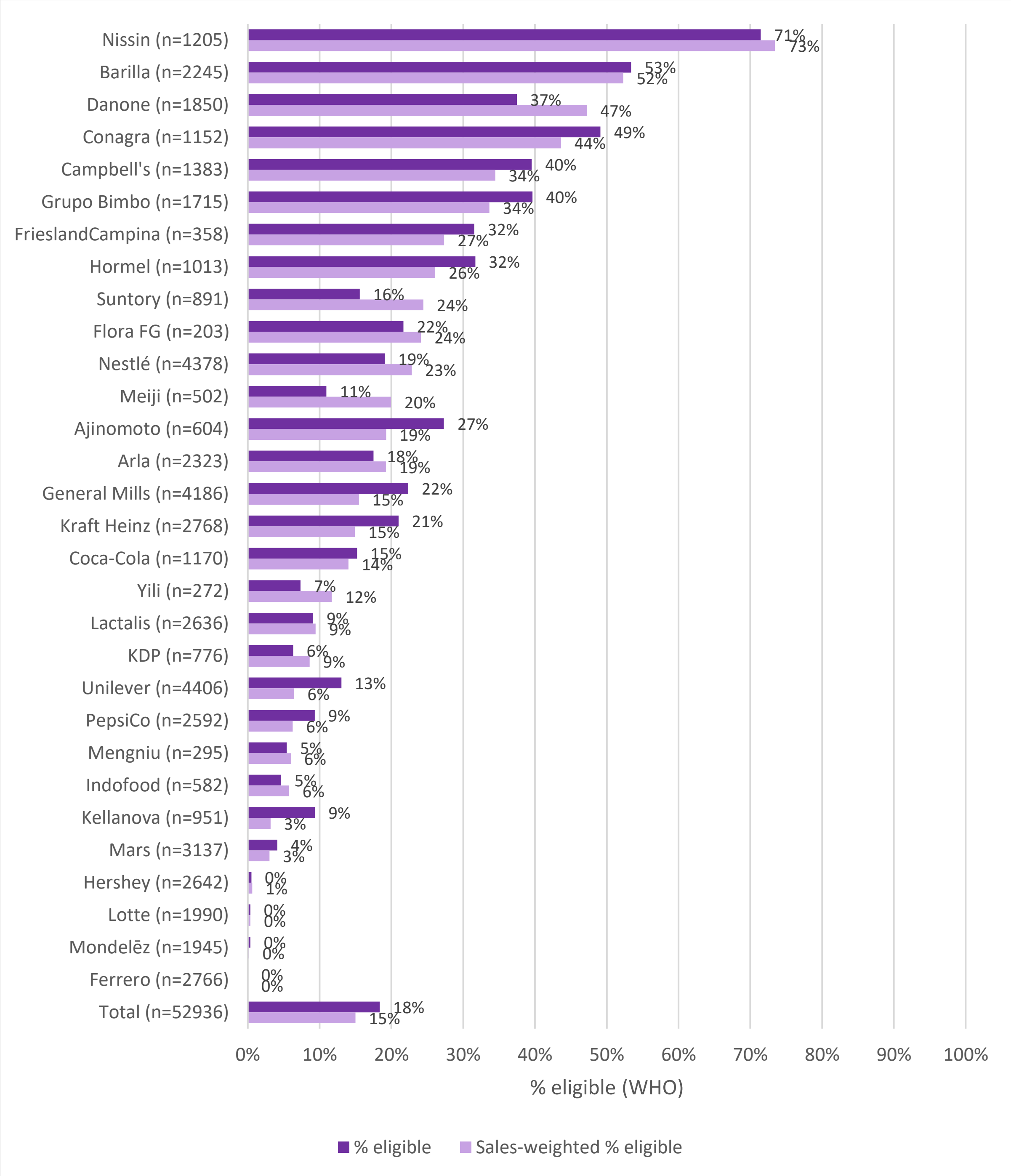


Figure H shows that lower-middle-income countries had the lowest proportion of products considered 'healthier' using the HSR (17%) increasing substantially to 26% when sales-weighting was applied. A similar trend was seen with upper-middle-income countries, with a mean of 27% considered healthier, increasing substantially to 41% when results were weighted by sales. High-income countries had the opposite trend, with the proportion healthier decreasing once sales-weighting was applied.

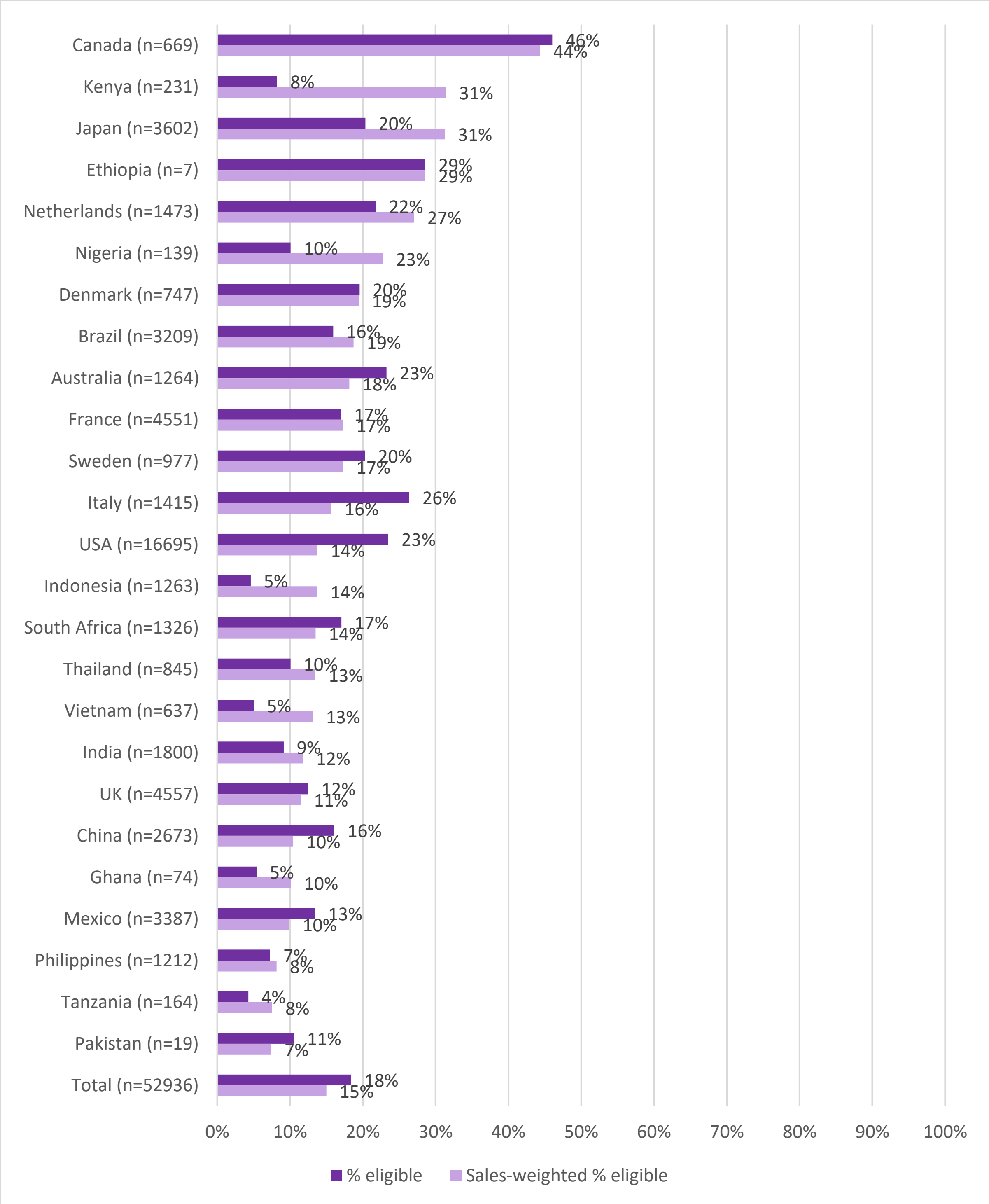
ANALYSIS 5 and 6: *Corporate and country rankings based upon proportions of products meeting WHO criteria*

Figure I: *Proportions of products meeting WHO criteria for marketing to children – by company*



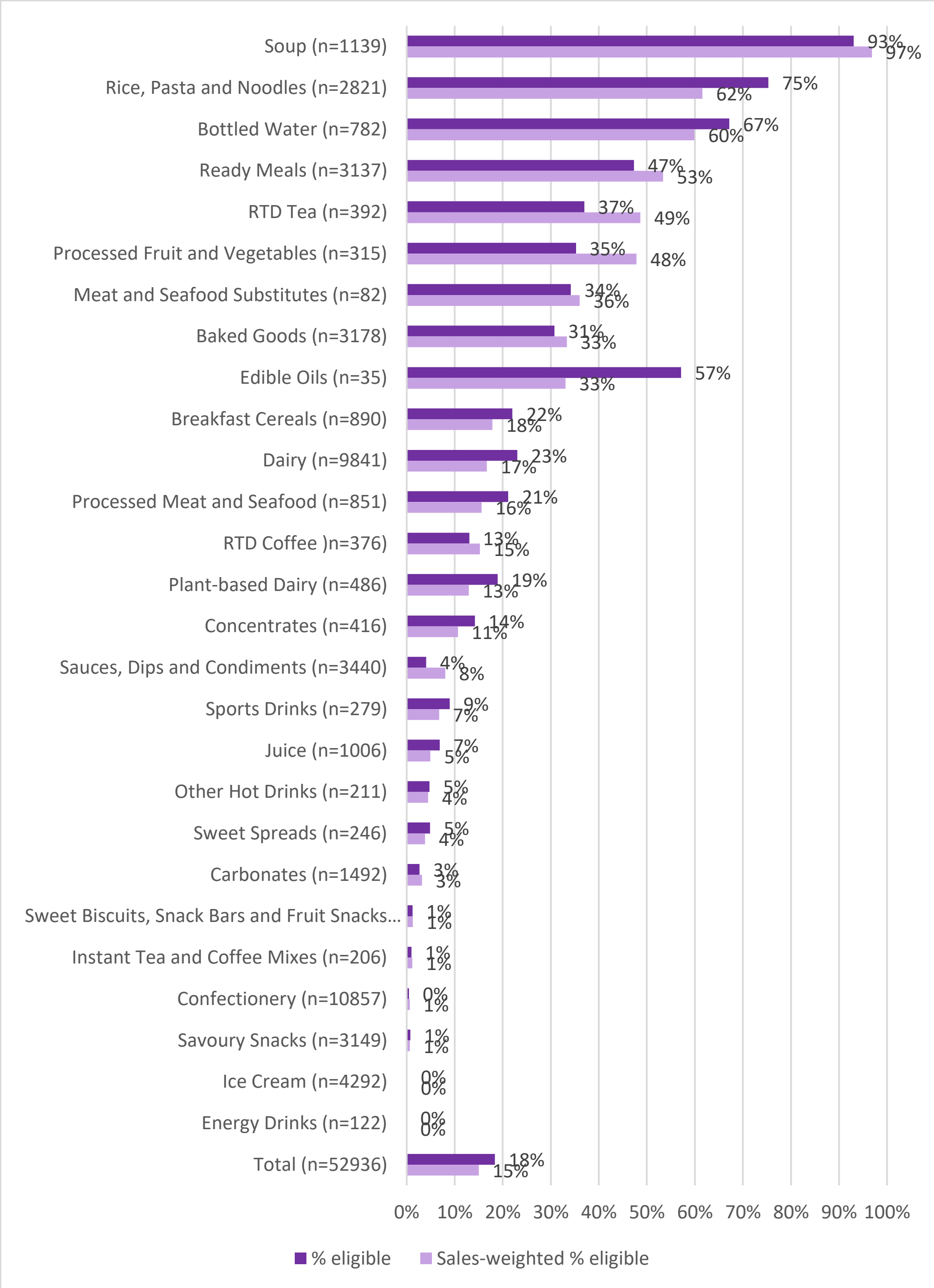
A very low sales-weighted proportion of products (15%) offered by the 25 companies overall could be marketed to children using the WHO criteria (**Figure I**). The criteria under this model are stricter than the HSR. Confectionery companies such as Ferrero, Mondelēz and Hershey still ranked low due to their product range consisting largely of confectionery items. Note that these results do not imply that any of the companies marketed (or did not market) these products to children. Rather, the model provides a useful supplementary method to assess the healthiness of products.

Figure J: *Proportions of products meeting WHO criteria for marketing to children by country*



No country had more than 50% of products eligible well using this nutrient profiling method. The country that had the highest sales-weighted proportion overall of products that could be marketed to children was Canada at 44% (**Figure J**), followed by Kenya at 31%. Kenya had a very low proportion of eligible products before sales-weighting was applied, indicating that healthier products made up the bulk of sales for Kenya using this metric. The Philippines had the lowest proportion of products eligible for marketing to children (7%).

Figure K: *Proportions of products meeting WHO criteria for marketing to children by Euromonitor subset*



'Soup' had the highest sales-weighted proportion overall of products that could be marketed to children (97%) followed by 'Rice, Pasta and Noodles' (62%) and 'Bottled Water' (60%; **Figure K**). 'Energy Drinks' and 'Ice Cream' both had 0% of products eligible under this model, followed by 'Confectionery', 'Savoury Snacks', 'Instant Tea and Coffee Mixes' and 'Sweet Biscuits, Snack Bars and Fruit Snacks' with 1% apiece.

Figure L: *Proportions of products meeting WHO criteria for marketing to children by income group*

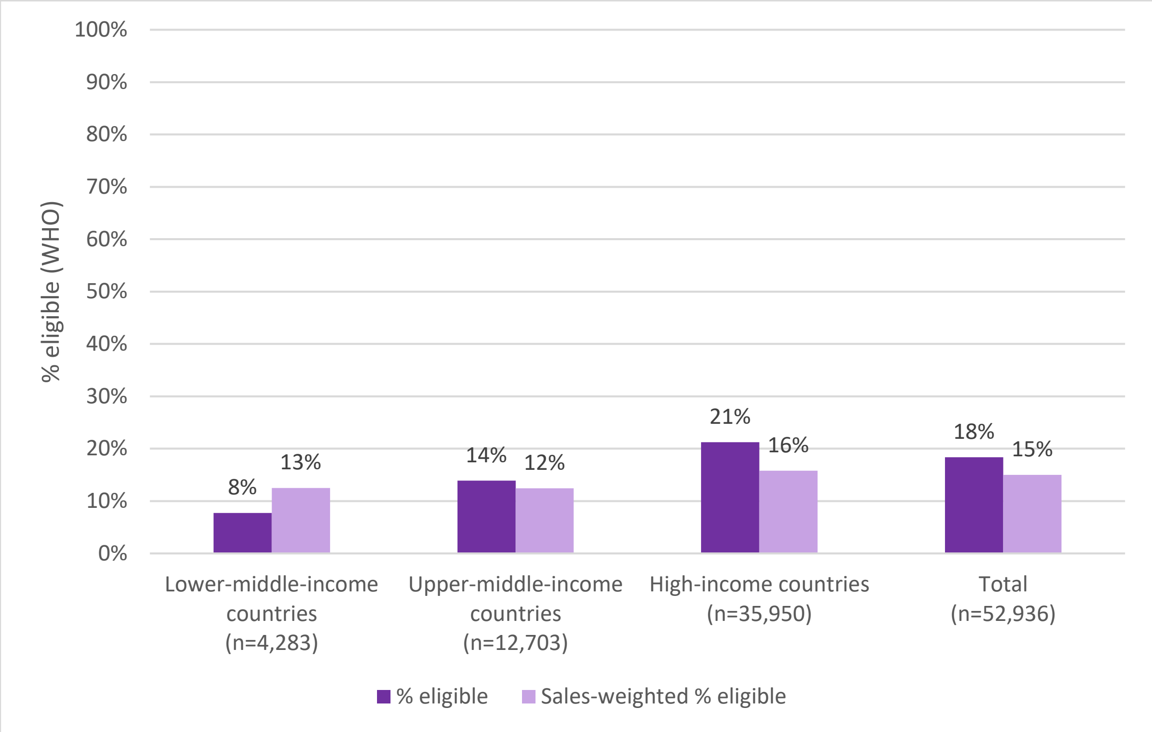
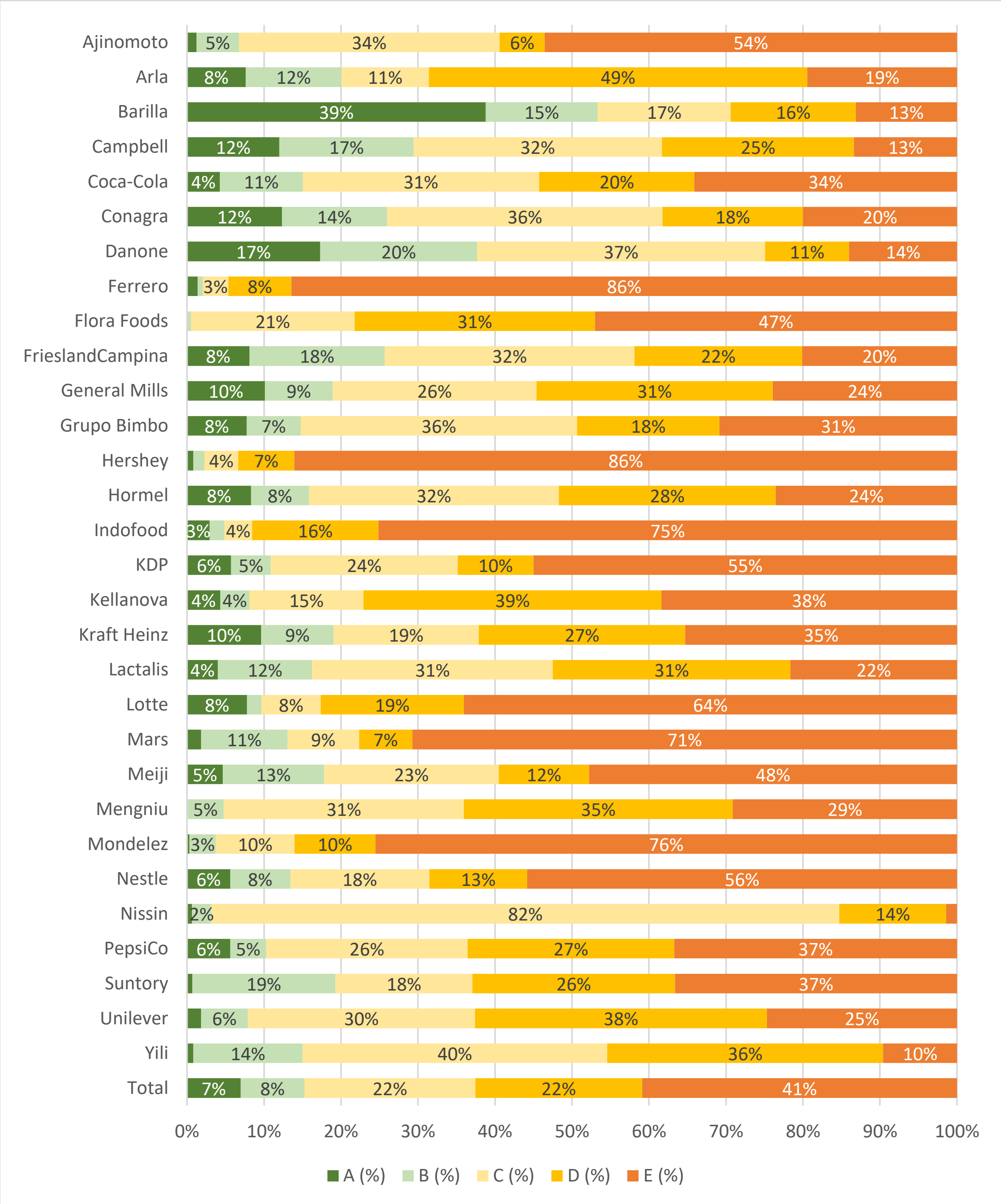


Figure L shows that lower-middle-income countries had the lowest proportion of products eligible for marketing to children under the WHO Euro model prior to sales-weighting, increasing 5% following sales-weighting. Both upper-middle-income countries and high-income countries had a decrease in eligible products following sales-weighting. Lower-middle-income countries and upper-middle-income countries had a lower sales-weighted proportion of eligible products compared to the overall average (15%).

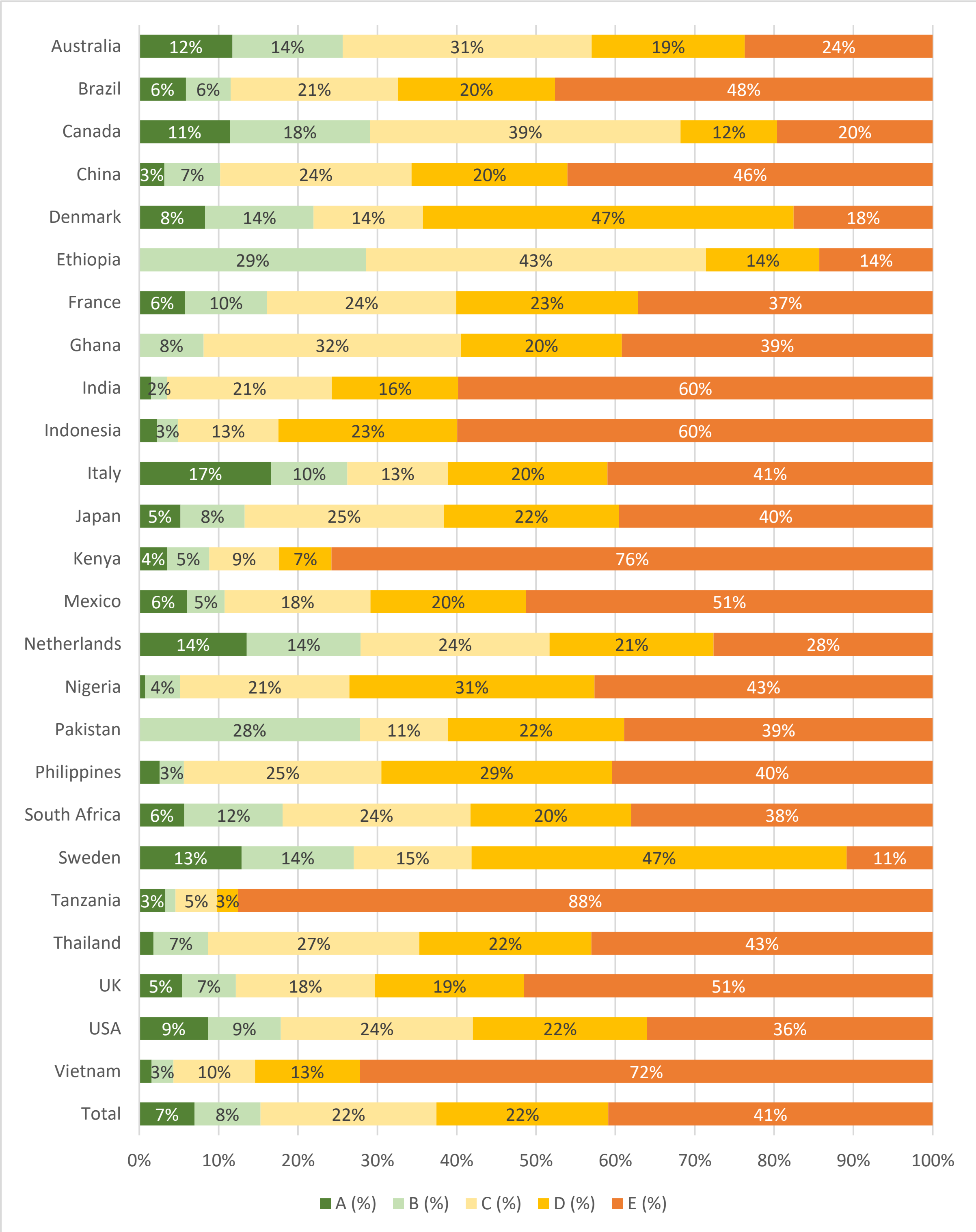
ANALYSIS 7: *Corporate and country results based upon proportions of products receiving each Nutri-Score colour rating*

Figure M: *Proportions of products receiving each Nutri-Score colour rating – by company*



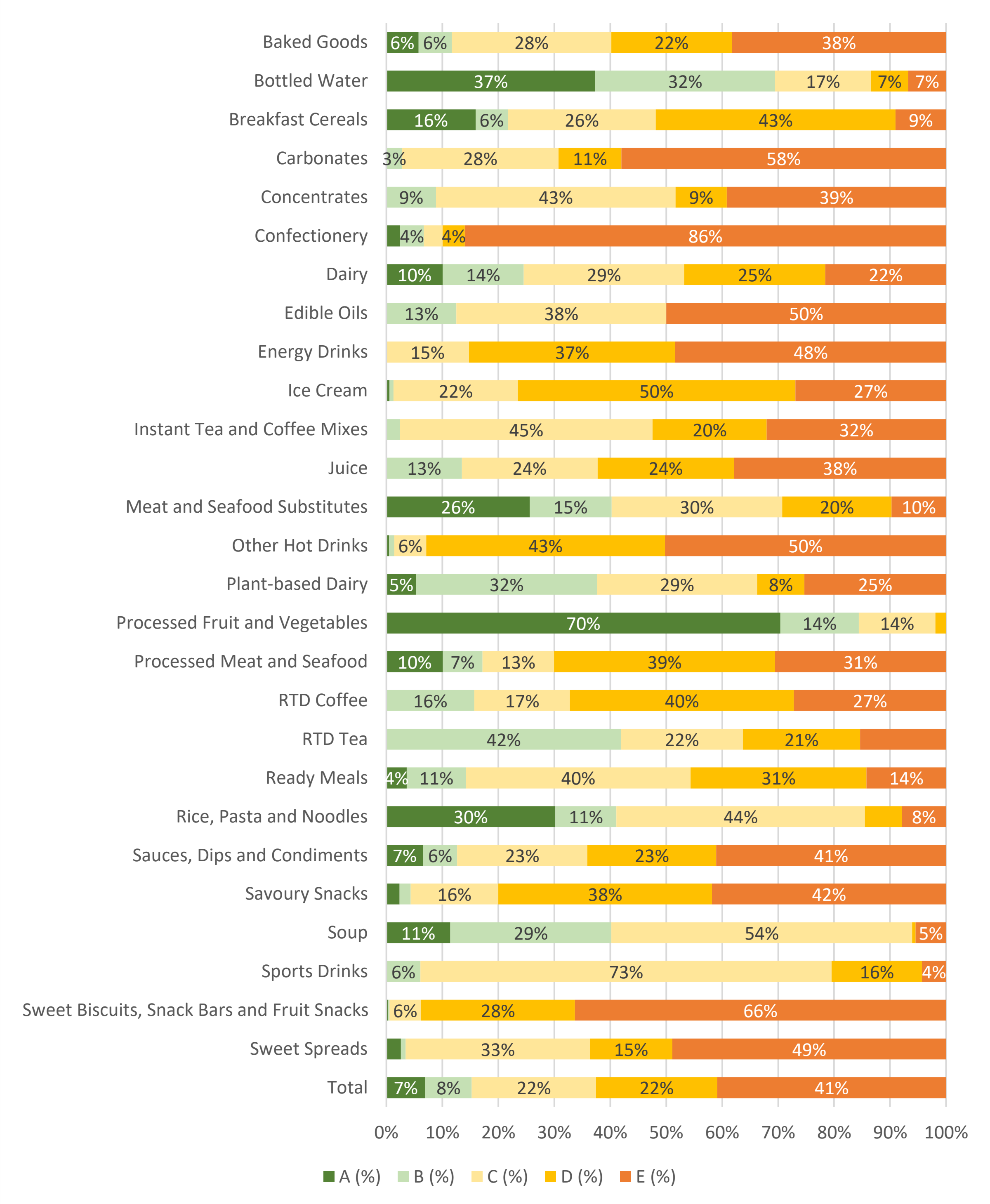
A very low proportion of products (7%) offered by the 30 companies overall received the highest Nutri-Score rating of 'A' (dark green) (**Figure M**). It is difficult to say which company ranked best using Nutri-Score due to its categorical nature. However, Barilla had the largest proportion of 'A' products (39%) followed by Danone (17%). Flora FG, Mengniu and Mondelēz had zero products receiving an 'A' rating. Ferrero and Hershey had the largest proportion of products receiving an 'E' rating (86%). Nissin had the lowest proportion of products receiving an 'E' rating (1%).

Figure N: *Proportions of products receiving each Nutri-Score colour rating - by country*



It is difficult to say which country ranked best using Nutri-Score due to its categorical nature. However, Italy had the largest proportion of 'A' products (17%) followed by the Netherlands (14%) and Sweden (13%). Ethiopia, Pakistan and Ghana had zero products receiving an 'A' rating. Tanzania had the largest proportion of products receiving an 'E' rating (86%) followed by Vietnam (70%). Ethiopia was the only country to have zero products receiving an 'E' rating, however it was also the country with the smallest number of products.

Figure O: *Proportions of products receiving each Nutri-Score colour rating - by Euromonitor subset*



'Processed Fruit and Vegetables' had the largest proportion of 'A' products (70%) followed by 'Bottled Water' (37%) and 'Rice, Pasta and Noodles' (30%; **Figure O**). Nine of the 27 Euromonitor subsets had zero products receiving an 'A' rating. 'Confectionery' had the largest proportion of products receiving an 'E' rating (86%) followed by 'Sweet Biscuits, Snack Bars and Fruit Snacks' (66%). 'Processed Fruit and Vegetables' was the only subset to have zero products receiving an 'E' rating.

Figure P: *Proportions of products receiving each Nutri-Score colour rating - by income group*

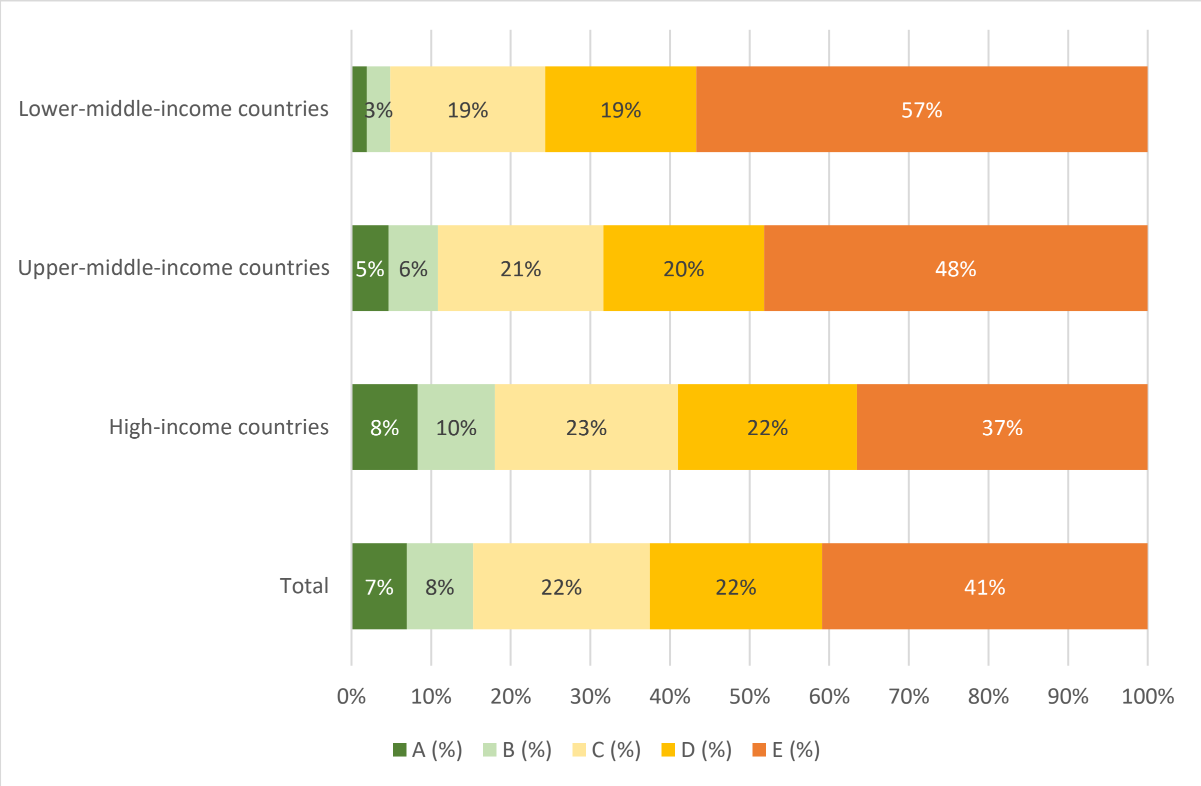


Figure P shows that lower-middle-income countries included in this report had a larger proportion of products receiving the lowest rating under Nutri-Score (E-dark orange), with 20% more than high-income countries. Although high-income countries had the largest proportion of 'D' products (the second-lowest rating).

RESULTS BY COMPANY

COMPANY 1: AJINOMOTO

Products included

There were 607 identified products manufactured by Ajinomoto in eight countries. Out of the 607 products included in analysis, there was sufficient nutrient information for 537 products to generate a Health Star Rating, for 604 to generate results for the WHO analysis and for 564 to generate a Nutri-Score rating. **Table 1.1** shows the breakdown of products in each category by country.

Table 1.1 *Number of Ajinomoto products by country in each Euromonitor subset*

	BR	FR	ID	JP	PH	TH	US	VN	Total
Baked Goods	0	8	0	0	0	0	0	0	**8**
Concentrates	24	0	0	0	0	0	0	0	**24**
Instant Tea and Coffee Mixes	0	0	0	30	0	3	0	0	**33**
RTD Coffee	0	0	0	0	0	2	0	0	**2**
Ready Meals	0	15	0	54	0	2	51	0	**122**
Rice, Pasta and Noodles	0	0	0	0	0	24	7	0	**31**
Sauces, Dips and Condiments	34	0	3	192	11	0	0	23	**263**
Soup	36	0	0	88	0	0	0	0	**124**
Total	**94**	**23**	**3**	**364**	**11**	**31**	**58**	**23**	**607**
% sales*	**100%**	**100%**	**100%**	**99%**	**100%**	**49%**	**100%**	**99%**	**91%**

* Note that this value indicates % sales from included categories for each country.

The eight countries used in this analysis represented 94% of Ajinomoto’s global food and beverage sales in 2022. Of these eight countries, France represented the lowest proportion of revenue (<1%). Its main and home market (Japan) by comparison represented the highest proportion revenue with 46%. Within each country, the included categories represented between 49% and 100% of product sales, however it is unknown whether we have captured every product for sale in every category. Of the eight product categories included in analysis, ‘Sauces, Dips and Condiments’ represented the largest number of products and the largest proportion of sales (45%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Ajinomoto products and sales-weighted mean nutrient profile of Ajinomoto products*

Figure 1.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Ajinomoto products*

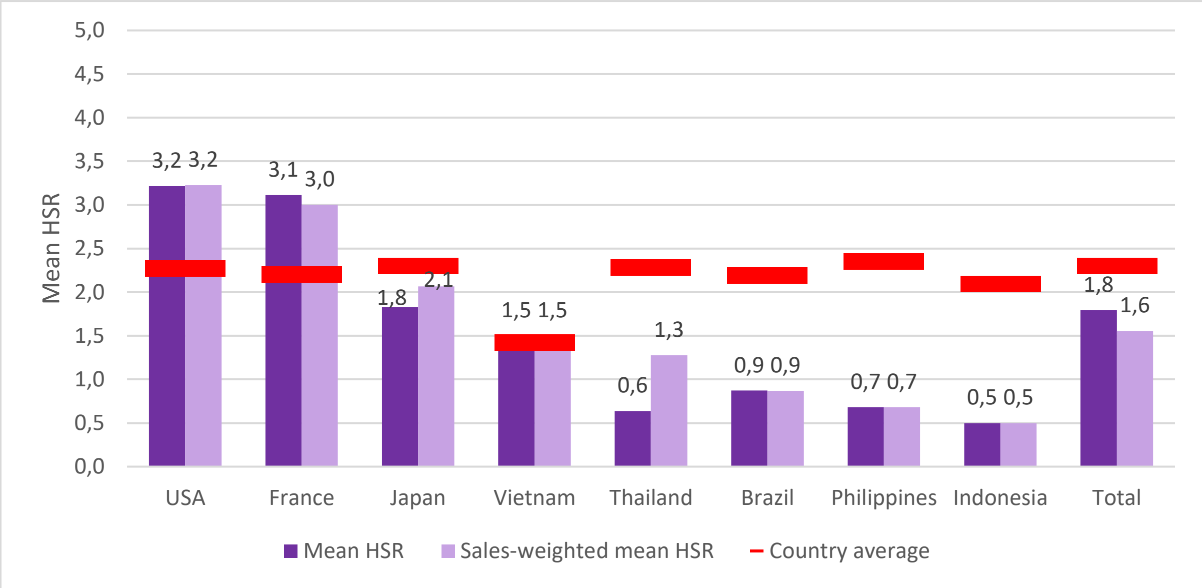
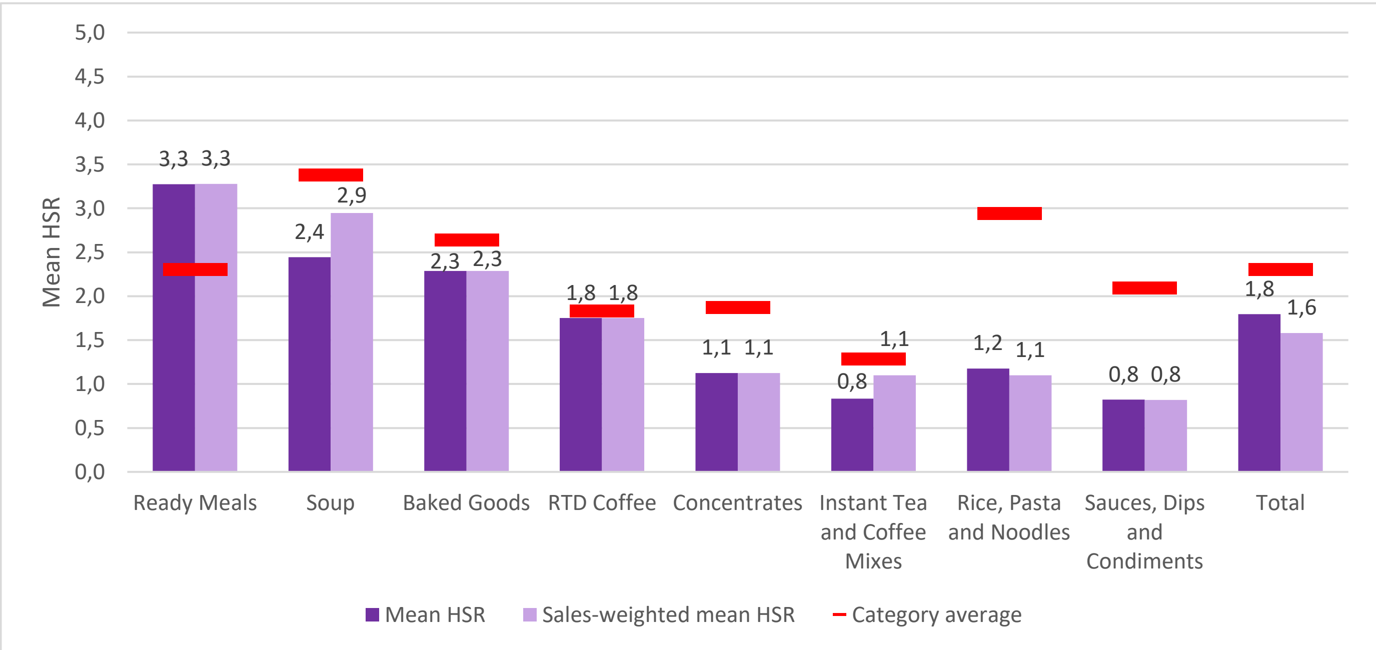


Figure 1.2 *Mean Health Star Rating by category for Ajinomoto products*



Ajinomoto had a low overall mean HSR of 1.8 which decreased to 1.6 when results were weighted by sales (**Figure 1.1**). Out of the eight countries included in Ajinomoto's analysis, the USA had the highest mean HSR both before and after results were weighted by sales (3.2). When results were examined by category (**Figure 1.2**), the highest sales-weighted mean HSR was seen in the 'Ready Meals' category (3.3), followed by 'Soup' (2.9), with 'Sauces, Dips and Condiments' having the lowest mean HSR of all product categories (0.8). Ajinomoto generally had mean HSRs below the average of all companies combined.

<u>ANALYSIS 3 and 4:</u> *Country and category rankings based upon proportion of Ajinomoto products considered "healthier" and sales-weighted proportion of Ajinomoto products considered "healthier"*

Figure 1.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Ajinomoto*

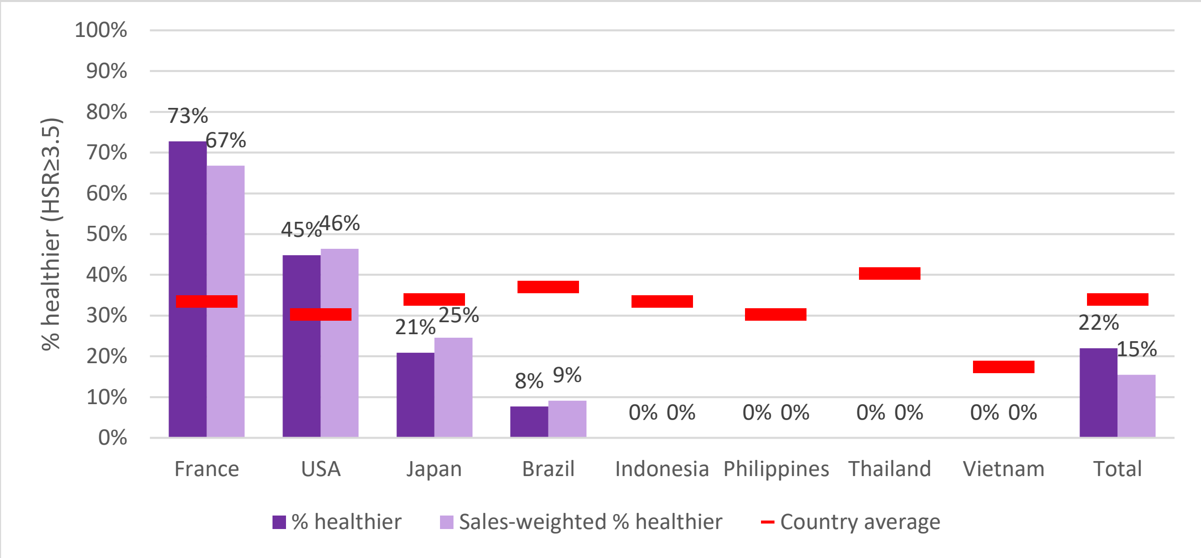
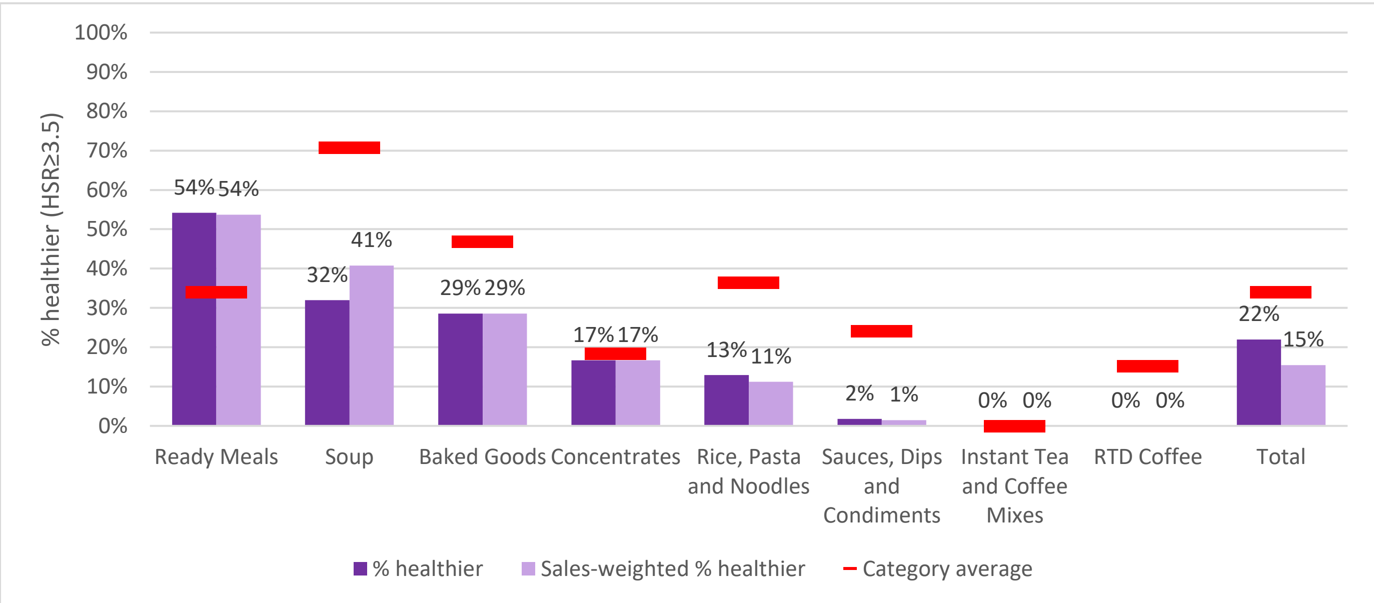


Figure 1.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Ajinomoto*



Ajinomoto had 22% of sales in all four countries with an HSR of ≥3.5, which decreased to 15% when results were weighted by sales (**Figure 1.3**). France had the highest sales-weighted proportion of products receiving an HSR of ≥3.5 (67%). No products in Indonesia, the Philippines, Thailand or Vietnam received an HSR of ≥3.5. France and the USA's better overall result is likely fuelled by the product types available. For example, **Figure 1.4** shows that the 'Ready Meals' category had the highest proportion of products receiving an HSR of 3.5 or more, with France and the USA mostly selling products in this category.

<u>ANALYSIS 5 and 6:</u> *Country and category rankings based upon proportion of Ajinomoto products meeting WHO criteria*

Figure 1.5 *Proportions of Ajinomoto products meeting WHO criteria for marketing to children – by Country*

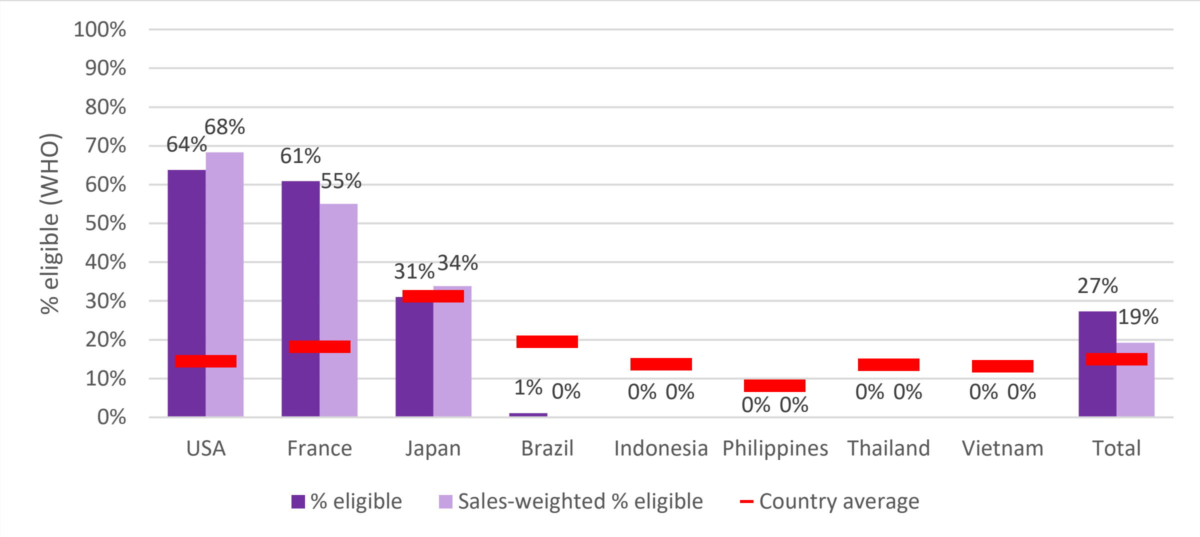
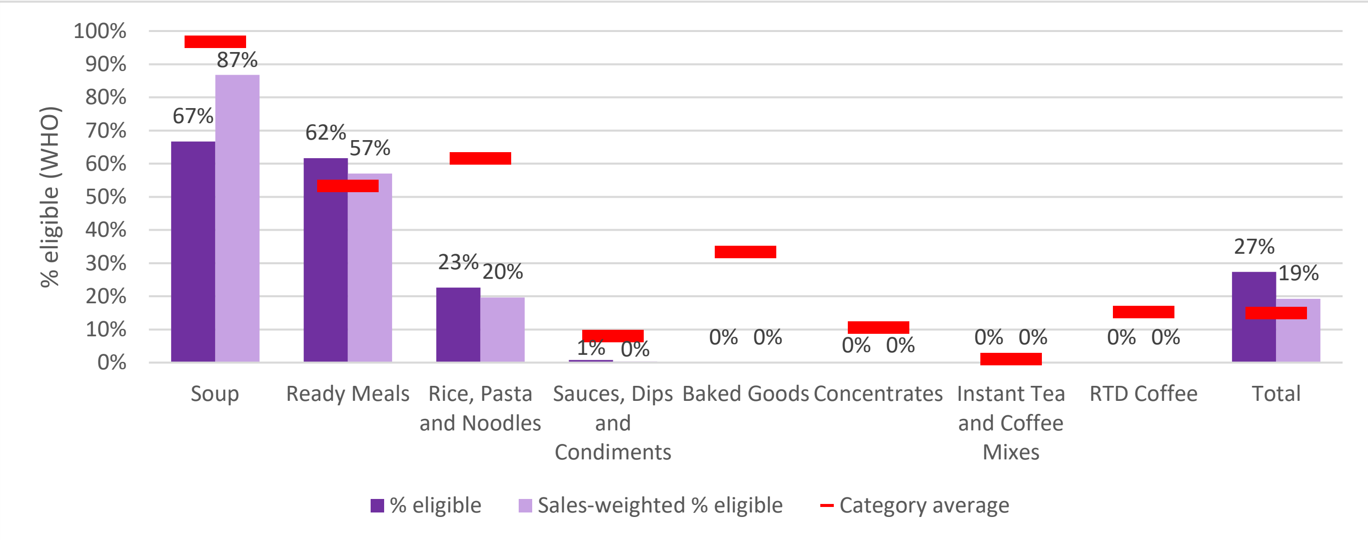


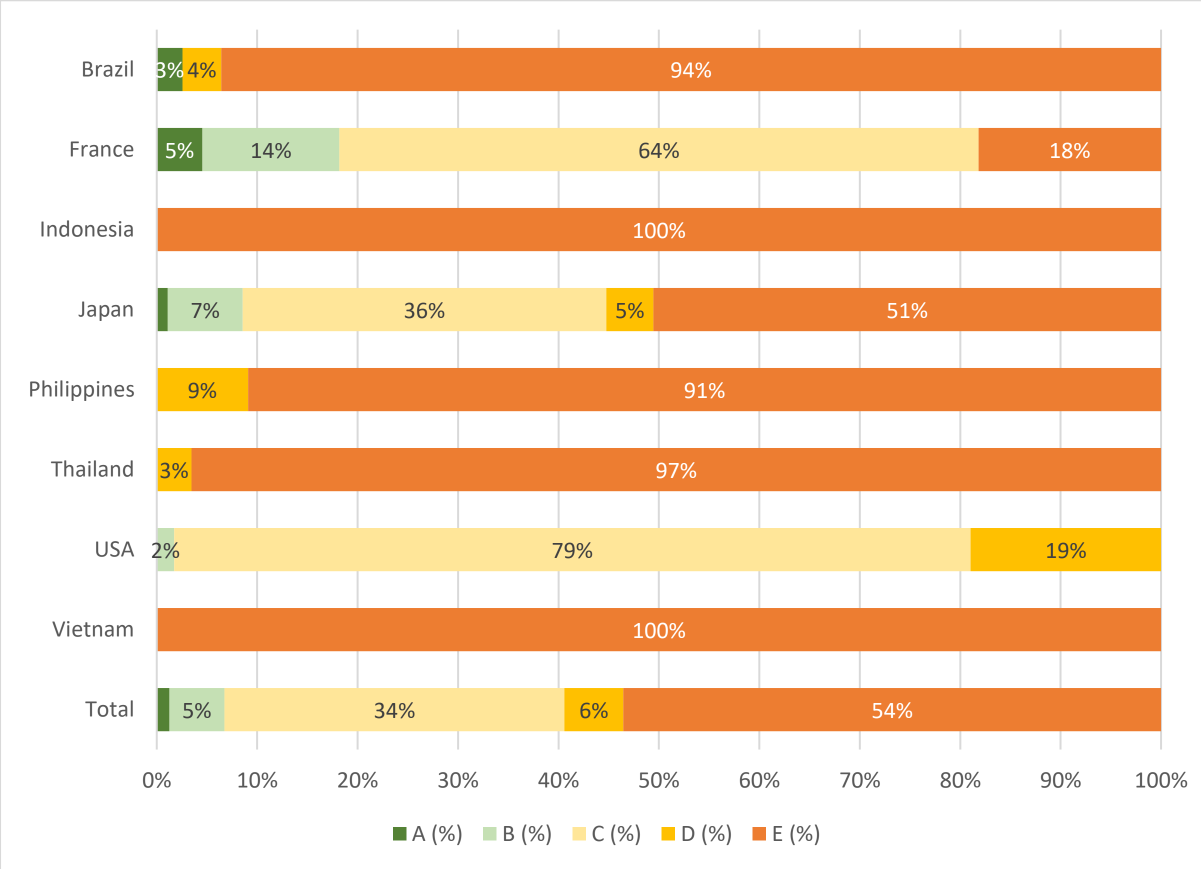
Figure 1.6 *Proportions of Ajinomoto products meeting WHO criteria for marketing to children – by Category*



Overall 27% of Ajinomoto products were eligible for marketing to children (**Figure 1.5),** with a considerable decrease when results were weighted by sales (19%). The USA had the highest sales-weighted proportion of products eligible for marketing to children (68%) with four countries selling zero products that were eligible for marketing to children. The 'Soup' category had the largest sales-weighted proportion of products eligible for marketing to children (87%), yet despite this, almost all results were below category averages (**Figure 1.6**).

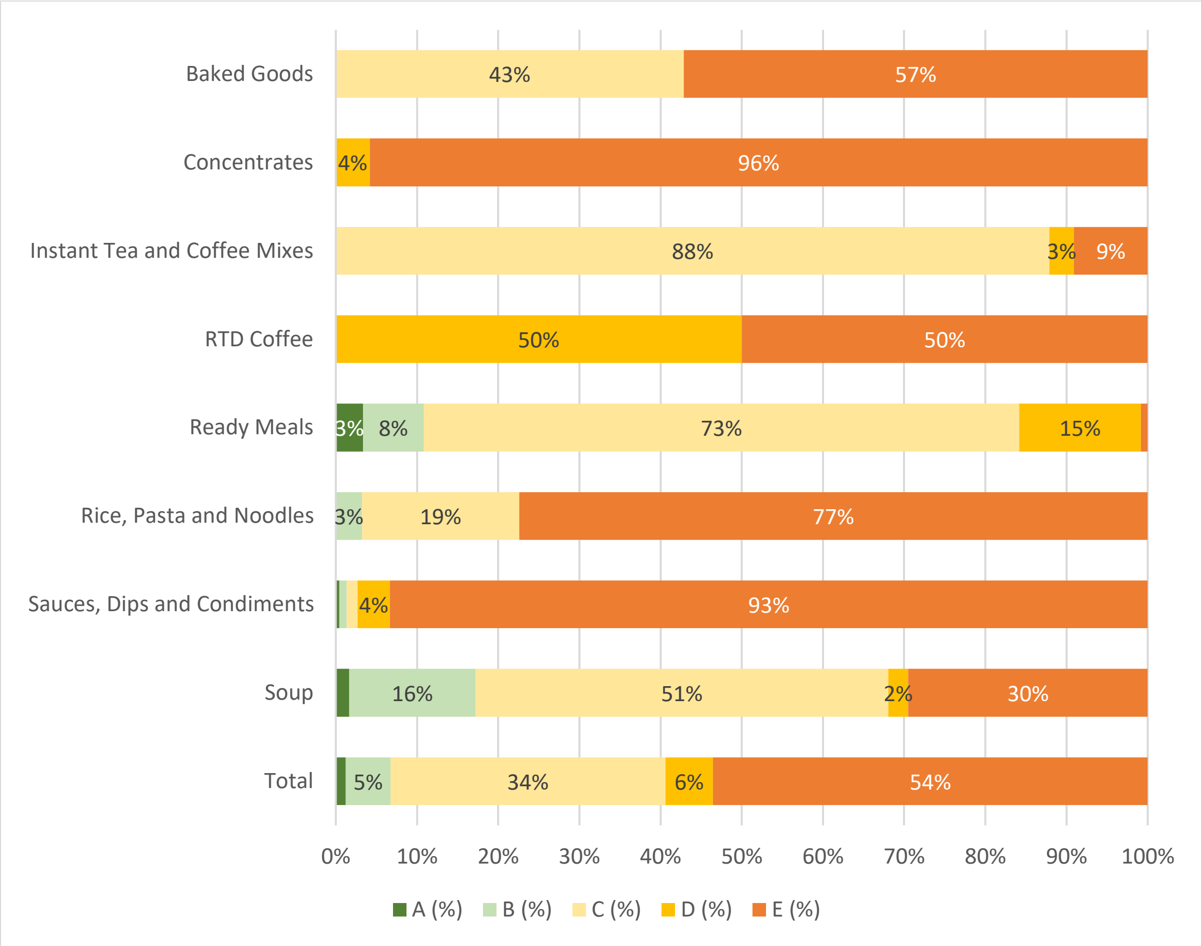
<u>ANALYSIS 7:</u> *Country and company results for Ajinomoto using Nutri-Score*

Figure 1.7 *Proportions of Ajinomoto products meeting each color/letter rating under Nutri-Score – by Country*



Overall, 54% of Ajinomoto's products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 6% of products received the second lowest rating (D; light orange; **Figure 1.7**). Only 1% of products received the highest rating (A-dark green), and an additional 5% received the second highest rating (B-light green) under Nutri-Score. Only three of the eight categories had products that received an 'A' rating ('Ready Meals', 'Sauces, Dips and Condiments' and 'Soup'; **Figure 1.8**).

***Figure 1.8** Proportions of Ajinomoto products meeting each color/letter rating under Nutri-Score – by Category*



More specific results broken down by company and country for Ajinomoto can be seen in **Appendix A**.

COMPANY 2: ARLA

Products included

There were 2,748 identified products manufactured by Arla in 11 countries. There was sufficient nutrient information for 2,323 products to generate a Health Star Rating, Nutri-Score rating and for the WHO analysis. **Table 2.1** shows the breakdown of products in each category by country.

Table 2.1 *Number of Arla products by country in each Euromonitor subset*

	Dairy	Soup	Total	% sales*
Australia	100	0	**100**	**100%**
Denmark	887	5	**892**	**100%**
Ghana	46	0	**46**	**100%**
Indonesia	71	0	**71**	**100%**
Netherlands	231	0	**231**	**100%**
Nigeria	35	0	**35**	**100%**
Philippines	106	0	**106**	**100%**
Sweden	927	9	**936**	**100%**
UK	258	0	**258**	**100%**
USA	73	0	**73**	**100%**
Total	**2,734**	**14**	**2,748**	**100%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in this analysis represented 72% of Arla's global food and beverage sales in 2022. Of these countries, Denmark represented the largest proportion of revenue (32%) and Ghana and Indonesia the lowest with <1%. Within each country, the included categories represented 100% of product sales, however it is unknown whether we have captured every product for sale in every country.

<u>ANALYSIS 1 and 2:</u> *Country and category rankings based upon mean nutrient profile of Arla products and sales-weighted mean nutrient profile of Arla products*

Figure 2.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Arla products*

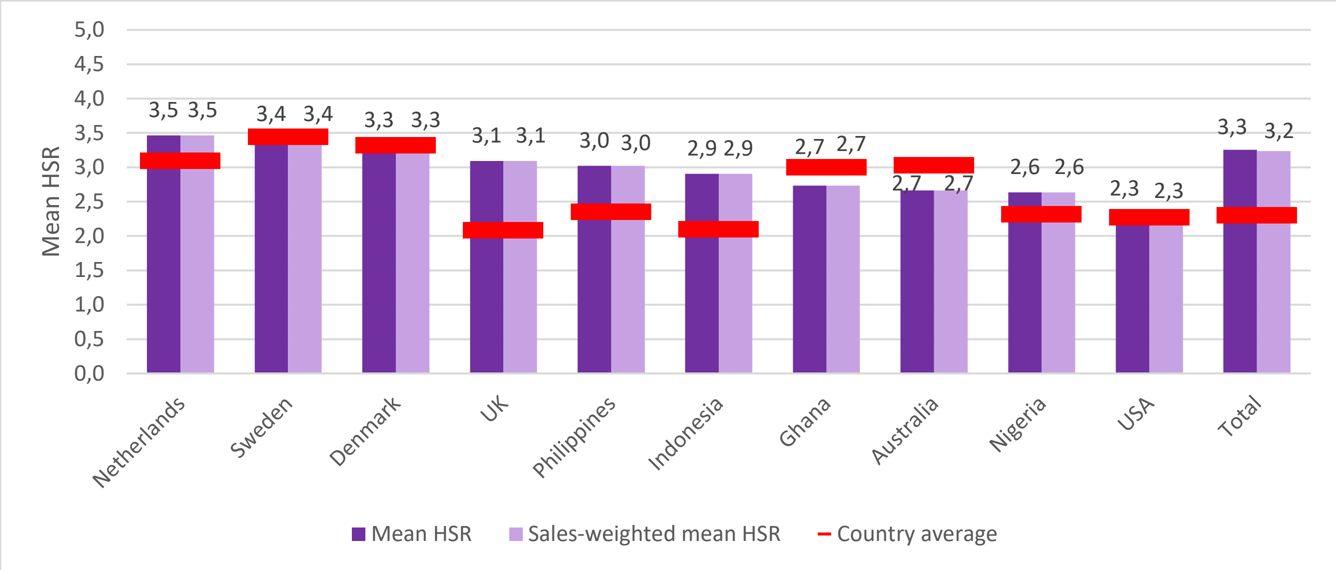
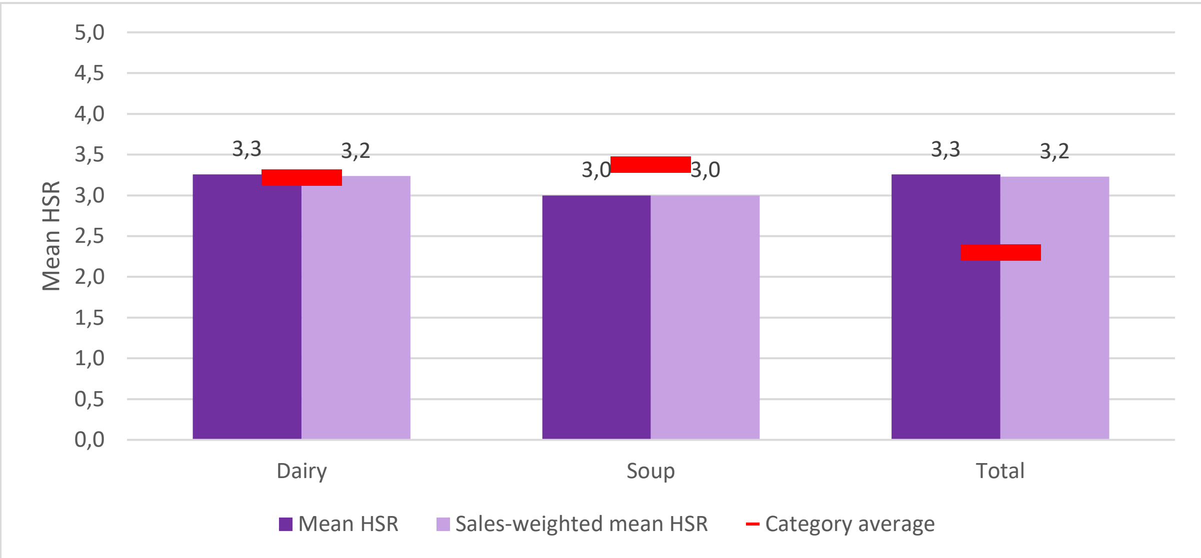


Figure 2.2 *Mean Health Star Rating by category for Arla products*



Arla's overall mean HSR was 3.3, which decreased slightly to 3.2 when results were weighted by sales (**Figure 2.1)**. Out of the 10 countries included in Arla's analysis, the Netherlands had the highest mean HSR both before and after results were weighted by sales (3.5), followed by Sweden (3.4) and Denmark (3.3), with the USA having the lowest (2.3). 'Dairy' was the category with the highest sales-weighted mean HSR (3.3) followed by 'Soup' (**Figure 2.2**).

<u>ANALYSIS 3 and 4:</u> *Country rankings based upon proportion of Arla products considered "healthier" and sales-weighted proportion of Arla products considered "healthier"*

Figure 2.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Arla*

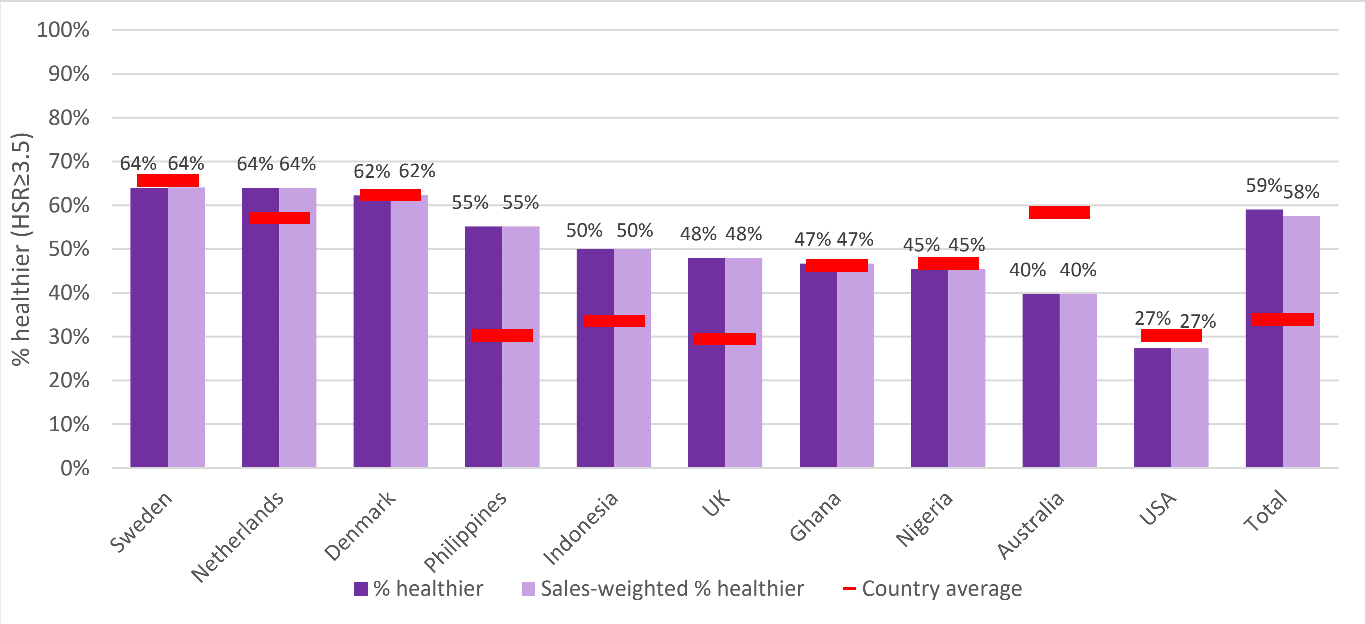
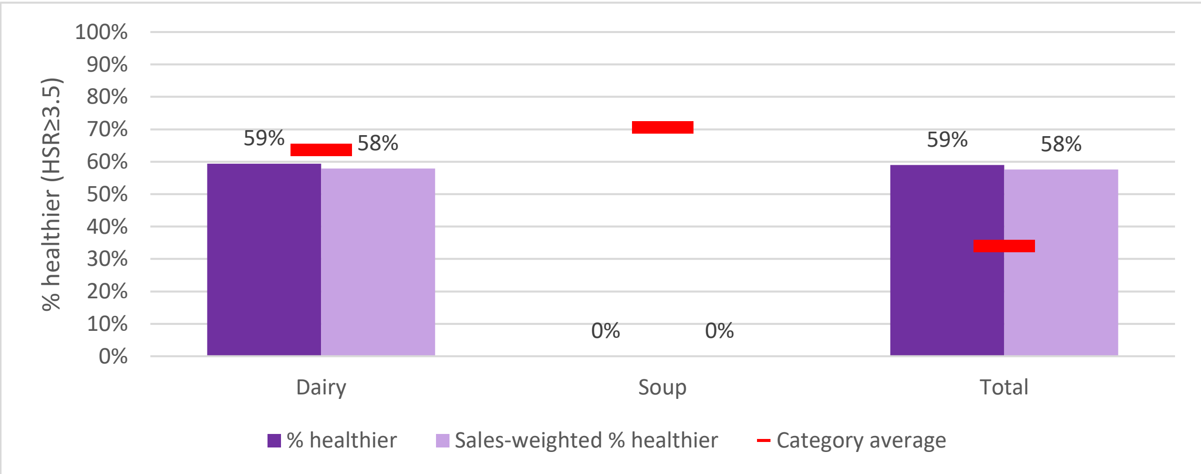


Figure 2.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Arla*



Overall, Arla had a high proportion of sales overall with an HSR of 3.5 or greater (59%), which decreased slightly to 58% when results were weighted by sales (**Figure 2.3**). Arla Netherlands and Sweden had the highest mean HSR, and also had the highest proportion of products receiving an HSR of 3.5 or more (64%). European countries generally had a better result, likely fuelled by the healthier dairy product types (yoghurt and milk) available compared to other countries such as Australia and the USA which had product lists dominated by cheese products which contain higher levels of sodium and saturated fat than other types of dairy products. 'Dairy' was the category with largest proportion of Arla products considered 'healthier' (**Figure 2.4**).

ANALYSIS 5 and 6: *Country and company rankings based upon proportion of Arla products meeting WHO criteria*

Figure 2.5 *Proportions of Arla products meeting WHO criteria for marketing to children – by Country*

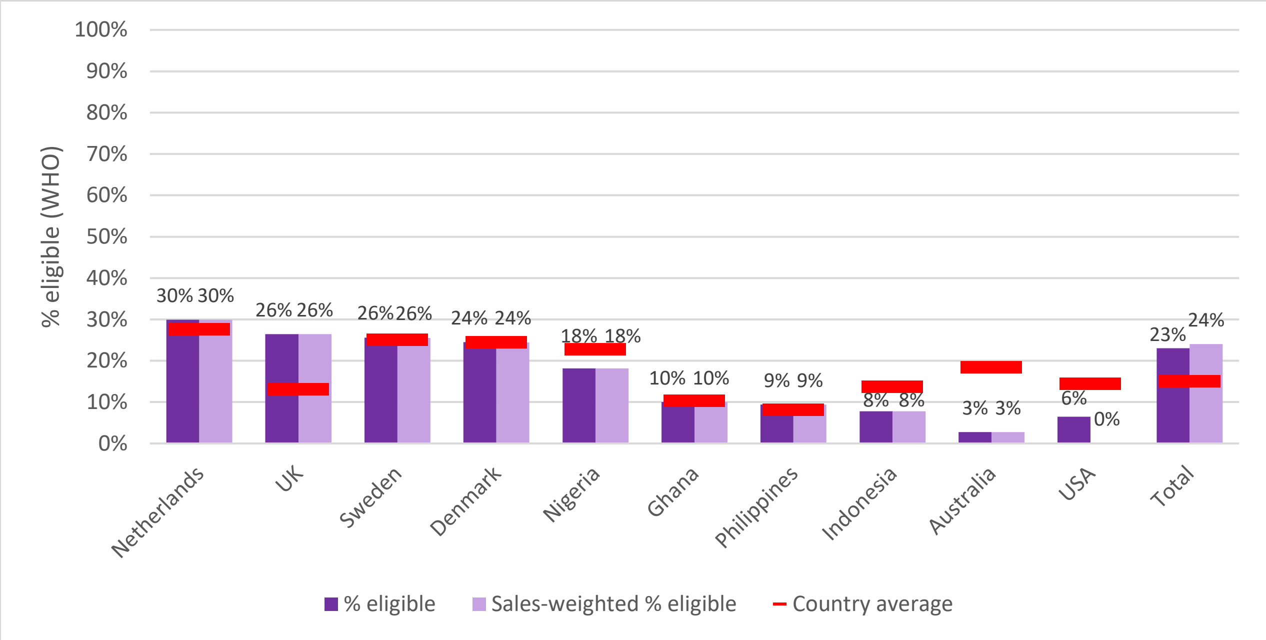
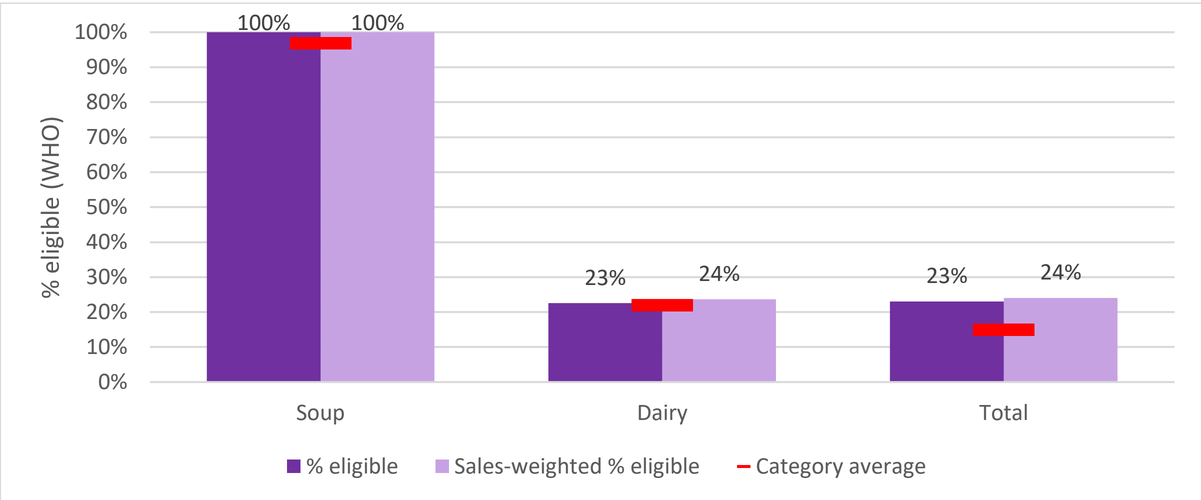


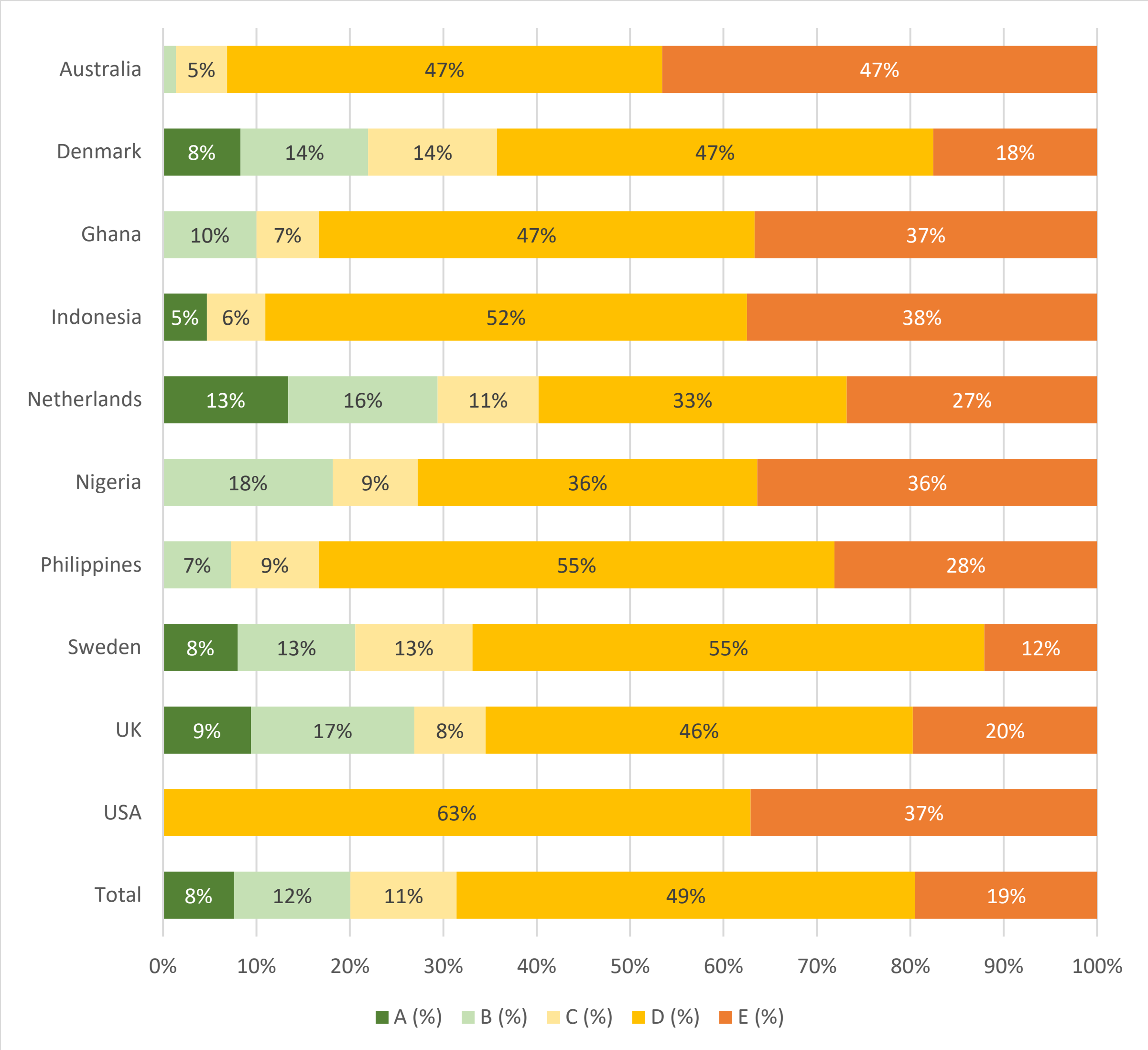
Figure 2.6 *Proportions of Arla products meeting WHO criteria for marketing to children – by Category*



Overall only 23% of Arla products were eligible for marketing to children (**Figure 2.5**), which increased slightly to 24% when results were weighted by sales. This result is a stark difference to the HSR, due to the low proportion of 'Dairy' products meeting WHO's stricter nutrient criteria. The Netherlands still ranked first, with the highest proportion of products eligible for marketing to children (30%) followed by the UK (26%) with Australia and the USA the lowest. Once again, these results were driven by the fact that Arla in Europe sold products such as yoghurts and dairy milk whereas Australia and the USA sold mainly cheese products. Despite 100% of 'Soup' products meeting the WHO criteria, this category represented a very low proportion of sales (**Figure 2.6**).

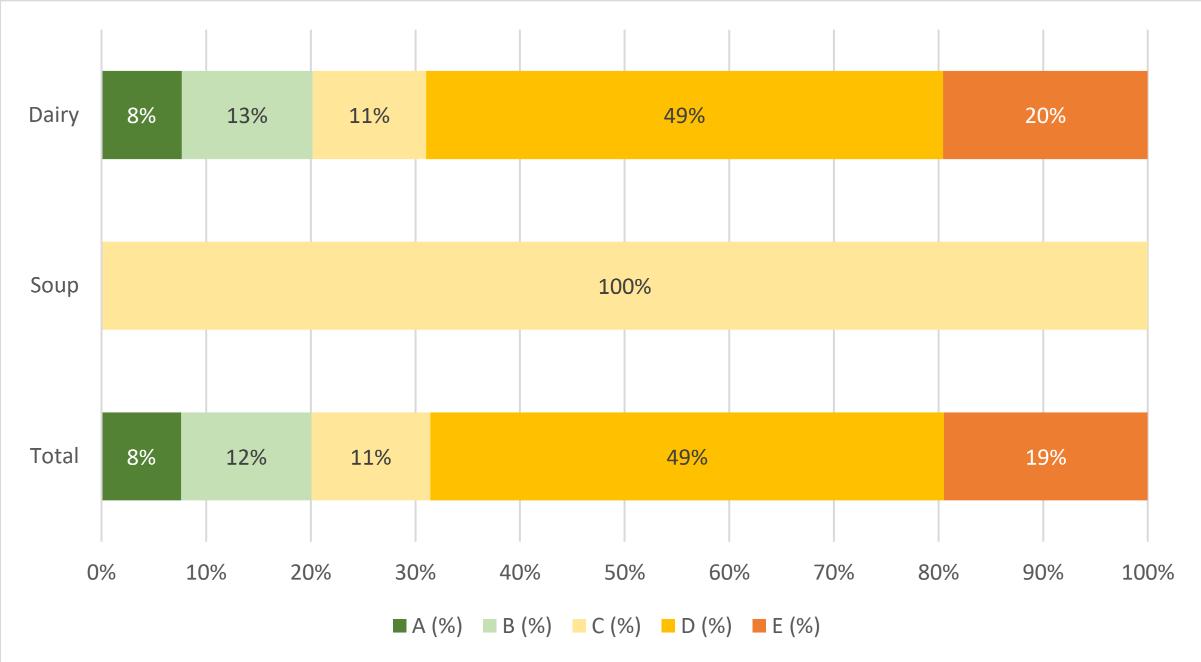
ANALYSIS 7: *Country and company results for Arla using Nutri-Score*

Figure 2.7 *Proportions of Arla products meeting each color/letter rating under Nutri-Score – by Country*



Overall, 19% of Arla's products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 49% of products received the second lowest rating (D; light orange), representing the largest proportion of products of the 5 ratings (**Figure 2.7**). Only 8% of products received the highest rating (A-dark green), and an additional 12% received the second highest rating (B-light green) under Nutri-Score. Only five of the 10 countries had products that received an 'A' rating, all of which were 'Dairy' products (**Figure 2.8**).

Figure 2.8 *Proportions of Arla products meeting each color/letter rating under Nutri-Score – by Category*



More specific results broken down by company and country for Arla can be seen in **Appendix A**.

COMPANY 3: BARILLA

Products included

There were 2,245 identified products manufactured by Barilla in 10 countries. There was sufficient nutrient information for 2,229 products to generate a Health Star Rating and Nutri-Score rating, and for 2,245 to generate results for the WHO analysis. **Table 3.1** shows the breakdown of products in each country and category.

Table 3.1 *Number of Barilla products in each Euromonitor subset*

	Baked Goods	Rice, Pasta and Noodles	Sauces, Dips and Condiments	Savoury Snacks	Sweet Biscuits	Total	% sales*
Australia	0	67	22	0	0	**89**	**100%**
Brazil	0	100	0	0	0	**100**	**100%**
France	187	117	67	16	0	**387**	**100%**
Italy	312	288	72	92	251	**1,015**	**98%**
Mexico	0	79	16	0	0	**95**	**100%**
Netherlands	0	33	15	59	0	**107**	**100%**
South Africa	0	21	0	0	0	**21**	**100%**
Sweden	0	60	19	74	12	**165**	**100%**
USA	0	220	38	0	0	**258**	**100%**
Vietnam	0	5	3	0	0	**8**	**100%**
Total	**499**	**990**	**252**	**241**	**263**	**2,245**	**99%**

* Note that this value indicates % sales from included categories

The countries included in analysis represented 74% of Barilla's global food and beverage sales in 2022. The included categories represented 100% of product sales in most of the included countries, with the exception of Italy (98%), however it is unknown whether we have captured every product for sale in the country. Of the five product categories included in analysis, 'Rice, Pasta and Noodles' represented the highest proportion of sales (41%).

ANALYSIS 1 and 2: *Category rankings based upon mean nutrient profile of Barilla products and sales-weighted mean nutrient profile of Barilla products*

Figure 3.1 *Mean Health Star Rating by country for Barilla products*

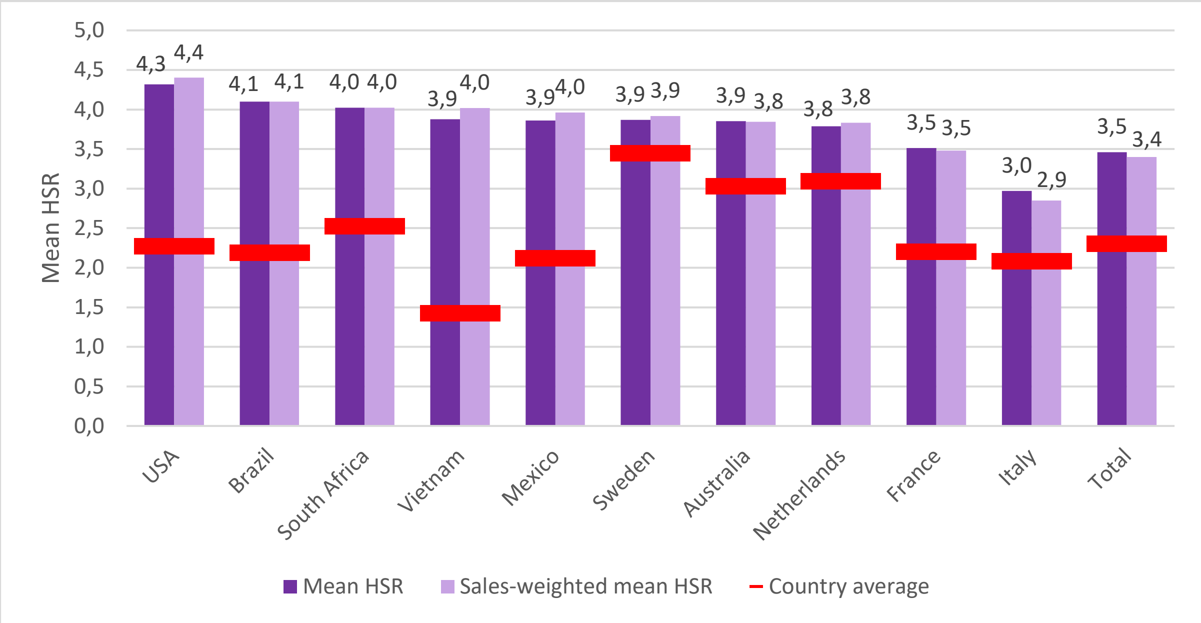
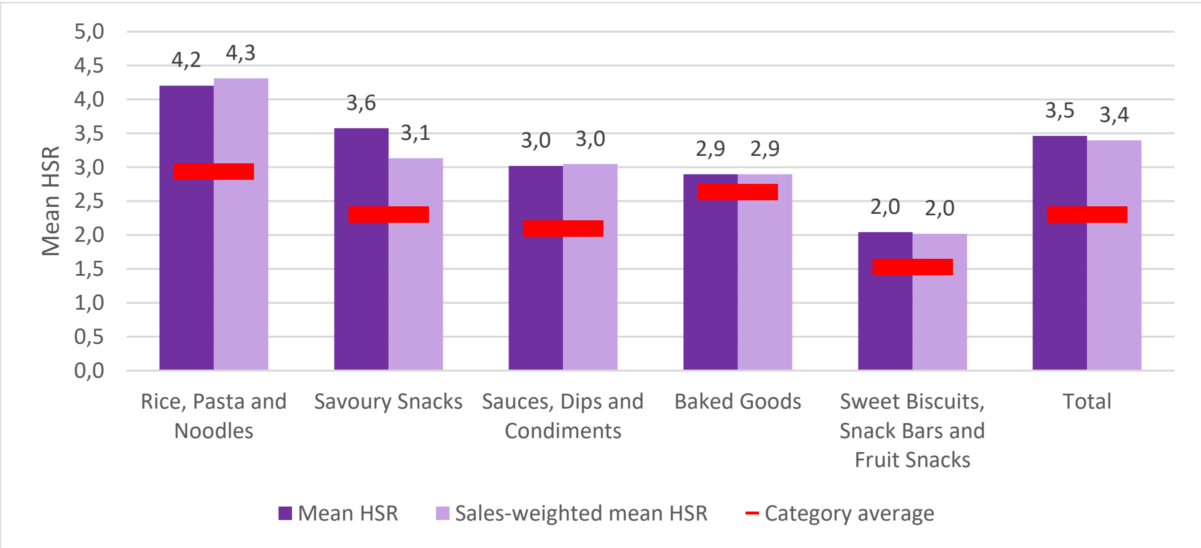


Figure 3.2 *Mean Health Star Rating by category for Barilla products*



Barilla had an overall mean HSR of 3.5 which decreased slightly to 3.4 when results were weighted by sales (**Figure 3.1**). The USA had the highest sales-weighted mean HSR of the 10 countries included (4.4), followed by Brazil (4.1). Italy had the lowest sales-weighted mean HSR (2.9). When examining results by category, 'Rice, Pasta and Noodles' had the highest sales-weighted mean HSR of 4.3, with 'Sweet Biscuits, Snack Bars and Fruit Snacks' the lowest (2.0; **Figure 3.2**). Results by both category and country tended to be above the average for all companies combined.

ANALYSIS 3 and 4: *Category rankings based upon proportion of Barilla products considered "healthier" and sales-weighted proportion of Barilla products considered "healthier"*

Figure 3.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Barilla*

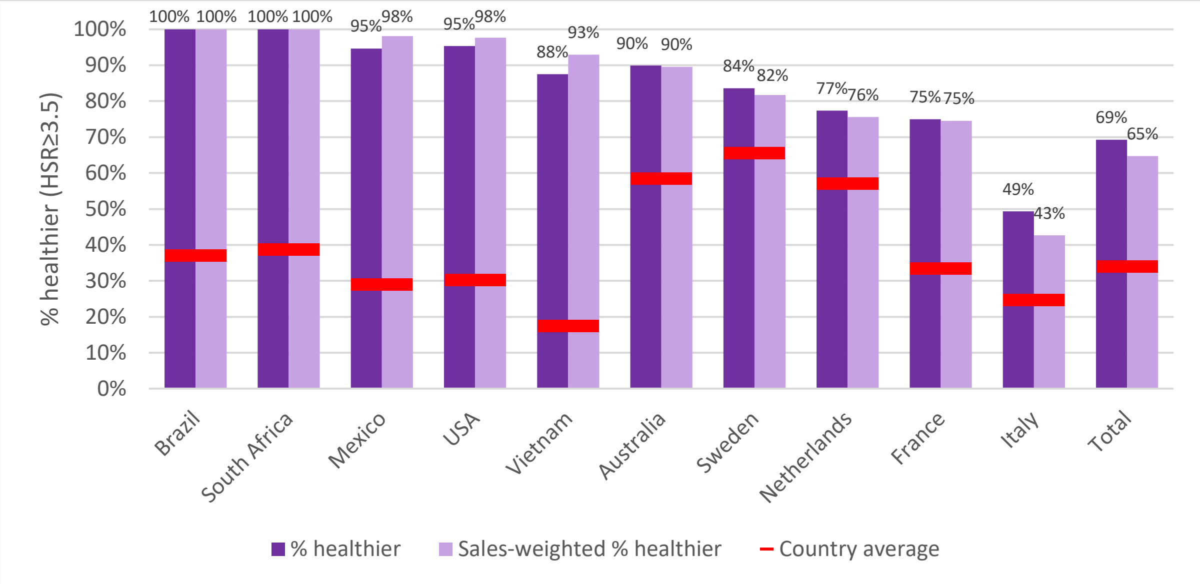
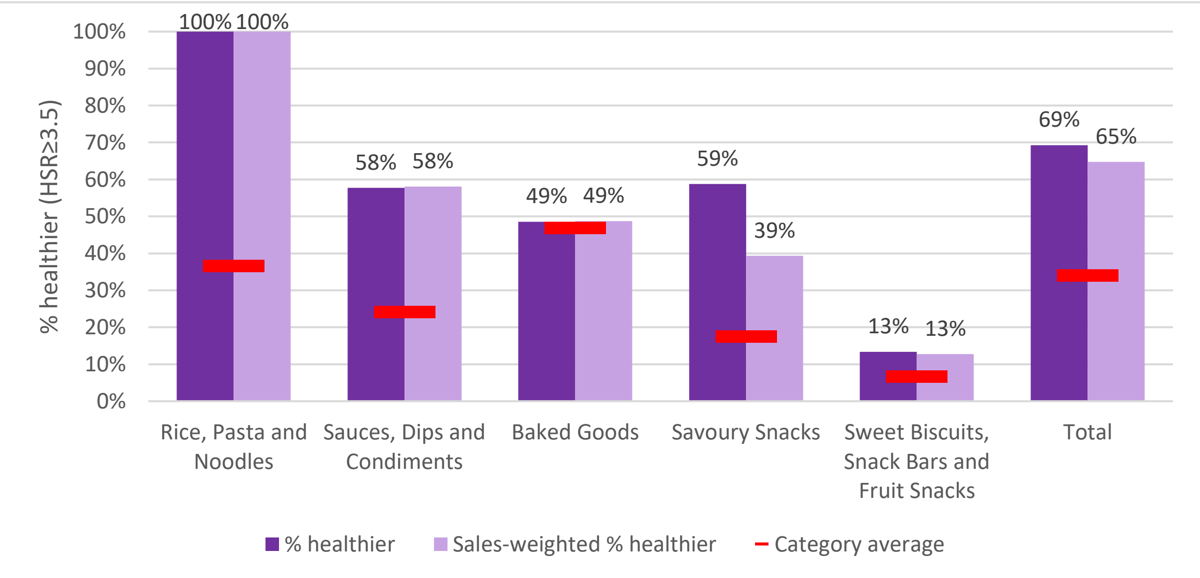


Figure 3.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Barilla products*



Almost 70% of Barilla products were considered "healthier" with an HSR of ≥3.5 (**Figure 3.3**), which decreased slightly by 4% when sales-weighting was applied. South Africa and Brazil had 100% of products considered "healthier", driven by the fact that these two countries only sold 'Rice, Pasta and Noodles' which was a category with 100% of products meeting the "healthy" criteria (**Figure 3.4**). Italy had the lowest sales-weighted proportion of products with an HSR≥3.5 (43%), driven by the fact that Barilla sold products in the least healthy categories in Italy ('Baked Goods' and 'Sweet Biscuits, Snack Bars and Fruit Snacks').

ANALYSIS 5 and 6: *Category rankings based upon proportion of Barilla products meeting WHO criteria*

Figure 3.5 *Proportions of Barilla products meeting WHO criteria for marketing to children – by Country*

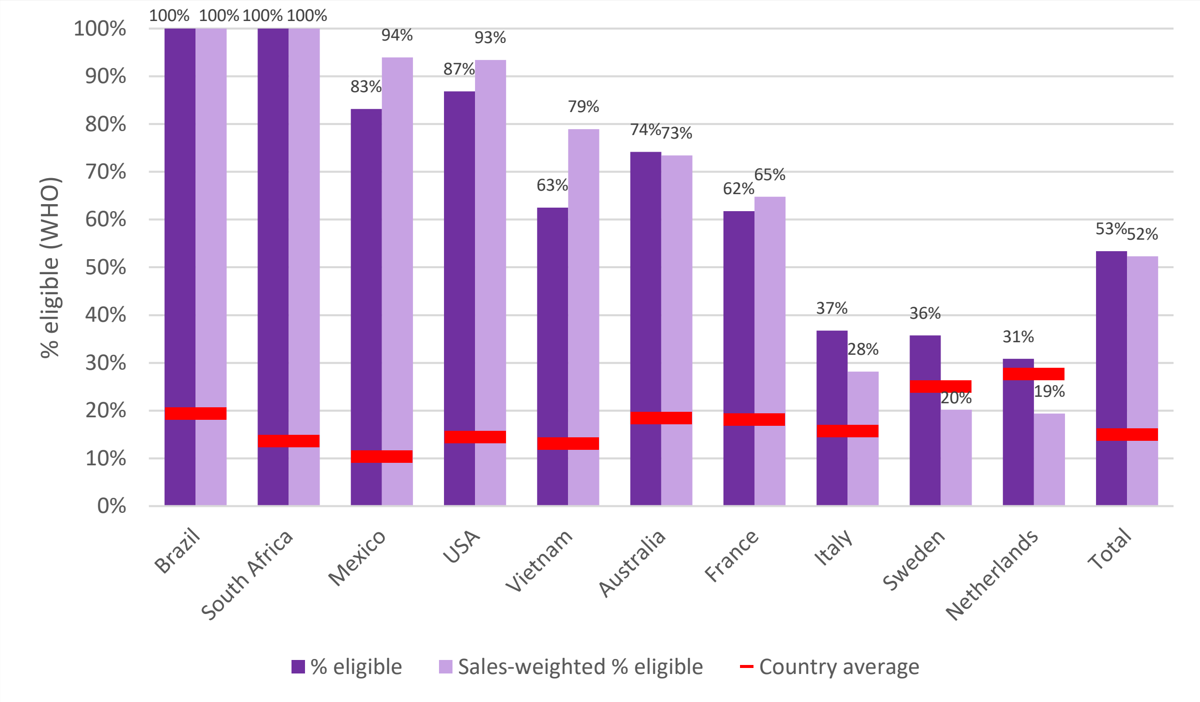
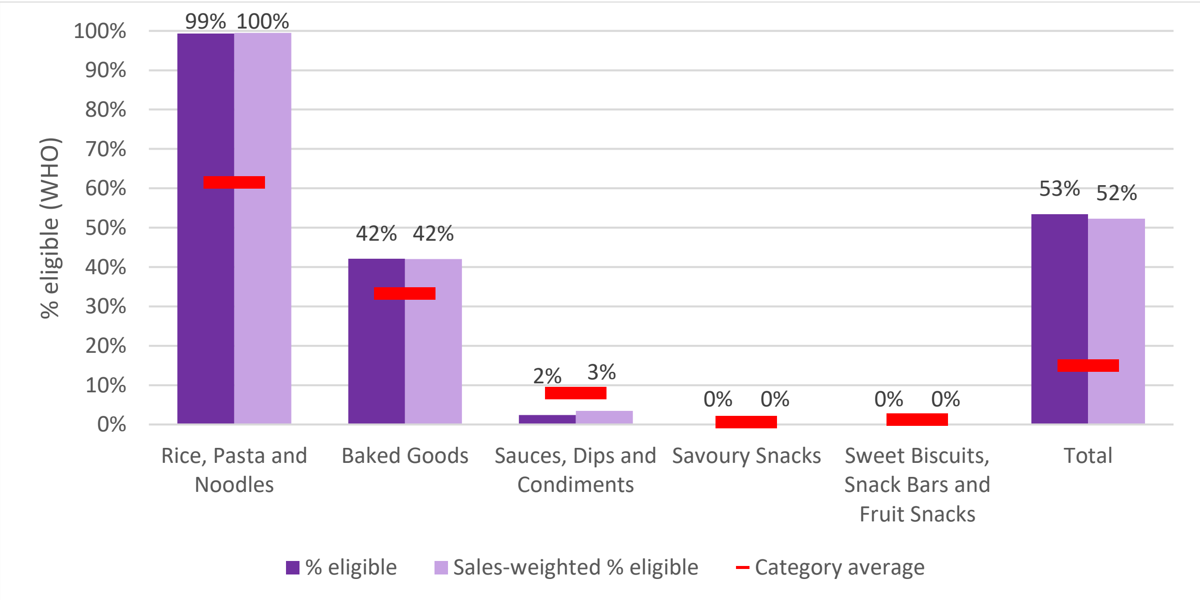


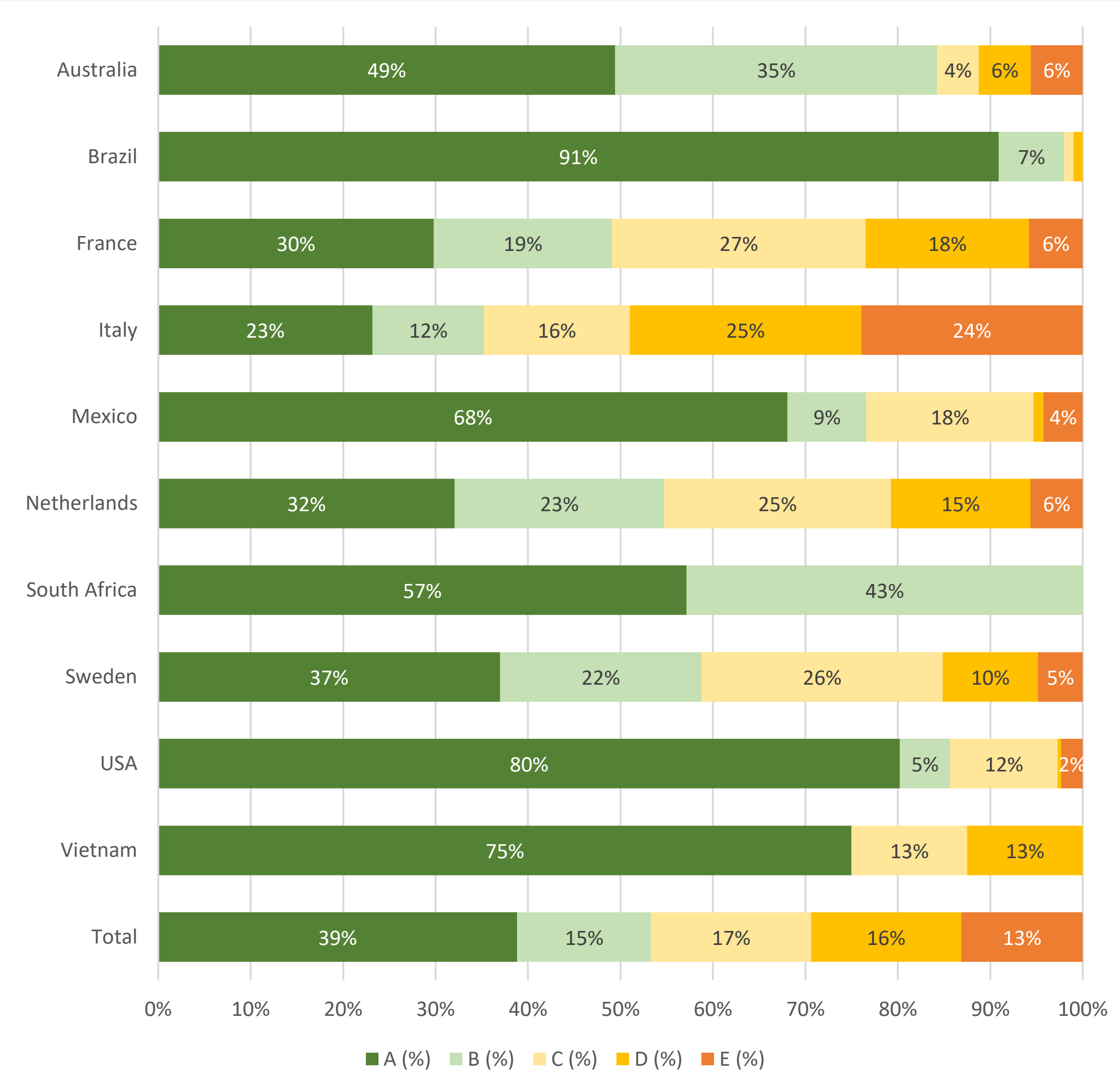
Figure 3.6 *Proportions of Barilla products meeting WHO criteria for marketing to children – by Category*



The sales-weighted proportion of Barilla products eligible for marketing to children (**Figure 3.5**) was lower (52%) than the proportion considered “healthier” under the HSR (65%). However the trends remained the same as the HSR, with 100% of ‘Rice, Pasta and Noodles’ meeting the criteria and 100% of products in South Africa and Brazil meeting the criteria. Zero products in the ‘Savoury Snacks’ and ‘Sweet Biscuits, Snack Bars and Fruit Snacks’ categories were eligible under the WHO criteria (**Figure 3.6**).

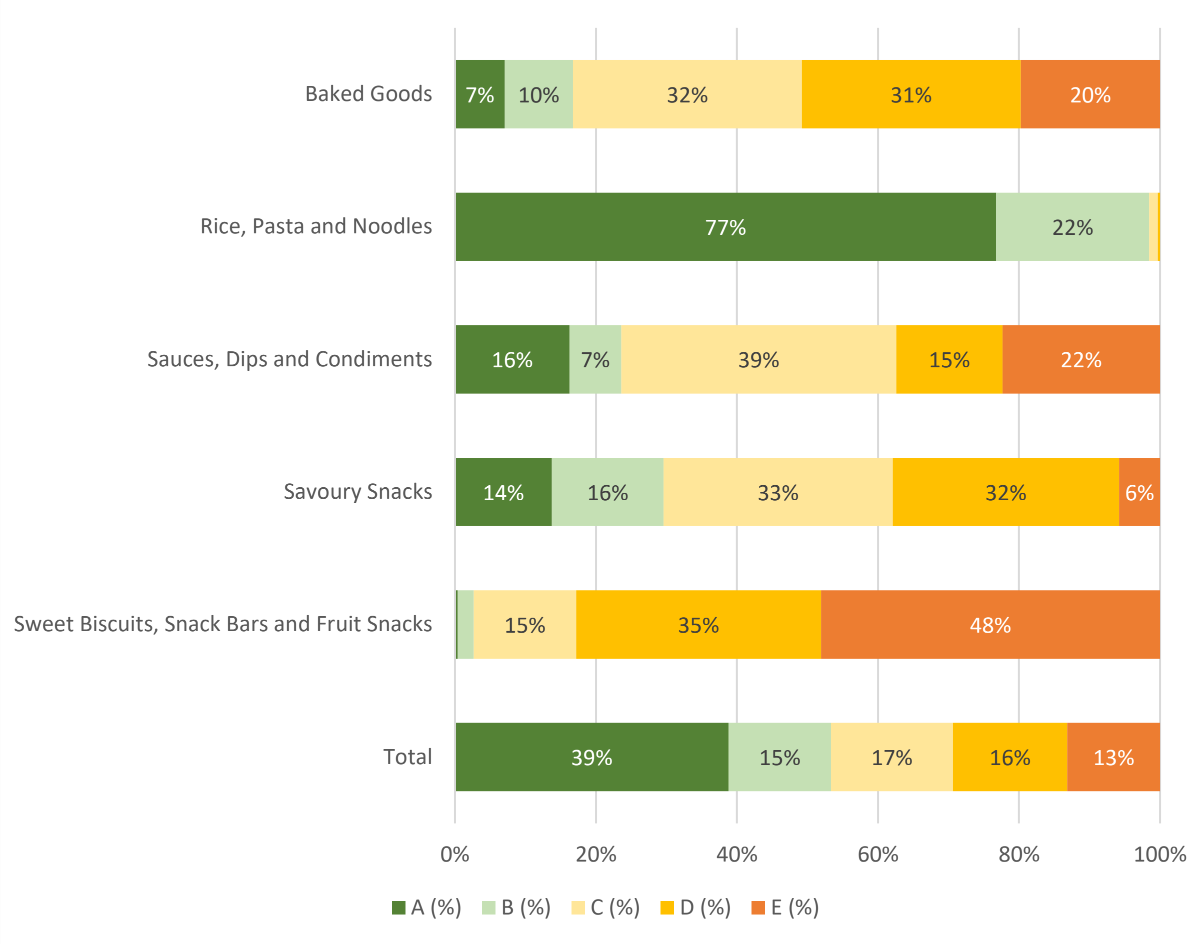
ANALYSIS 7: *Country and company results for Barilla using Nutri-Score*

Figure 3.7 *Proportions of Barilla products meeting each color/letter rating under Nutri-Score – by Country*



Overall, 13% of Barilla's products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 16% of products received the second lowest rating (D; light orange). However, 39% of products received the highest rating (A-dark green), representing the most common rating for Barilla under Nutri-Score. Results varied between both countries and categories. For example, the proportion of 'A' products ranged from 23% for Italy to 91% for Brazil (**Figure 3.7**). Italy had the highest proportion of 'E' products (24%), driven by the sale of less healthy categories such as 'Sweet Biscuits, Snack Bars and Fruit Snacks' which had almost half of all products receive an 'E' rating (**Figure 3.8**).

Figure 3.8 *Proportions of Barilla products meeting each color/letter rating under Nutri-Score – by Category*



More specific results broken down by company and country for Barilla can be seen in Appendix A.

COMPANY 4: CAMPBELL'S

Products included

There were 1,383 identified products manufactured by Campbell's in three countries. There was sufficient nutrient information for all 1,383 products to generate all nutrient profile models. **Table 4.1** shows the breakdown of products in each category by country.

Table 4.1 *Number of Campbell's products by country in each Euromonitor subset*

	Baked Goods	Juice	Sauces, Dressings and Condiments	Savoury Snacks	Soup	Total	% sales*
Canada	0	10	66	74	116	**266**	**99%**
Mexico	0	4	4	0	19	**27**	**100%**
USA	97	80	163	455	295	**1,090**	**88%**
Total	**97**	**94**	**233**	**529**	**430**	**1,383**	**89%**

* Note that this value indicates % sales from included categories for each country. The PAHO model was used for the WHO analysis.

The three countries used in this analysis represented 94% of Campbell's global food and beverage sales in 2022. Of these three countries, the USA represented the highest proportion of revenue (94%) and Mexico the lowest (1%). Within each country, the included categories represented between 88% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country.

<u>ANALYSIS 1 and 2:</u> *Country and category rankings based upon mean nutrient profile of Campbell's products and sales-weighted mean nutrient profile of Campbell's products*

Figure 4.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Campbell's products*

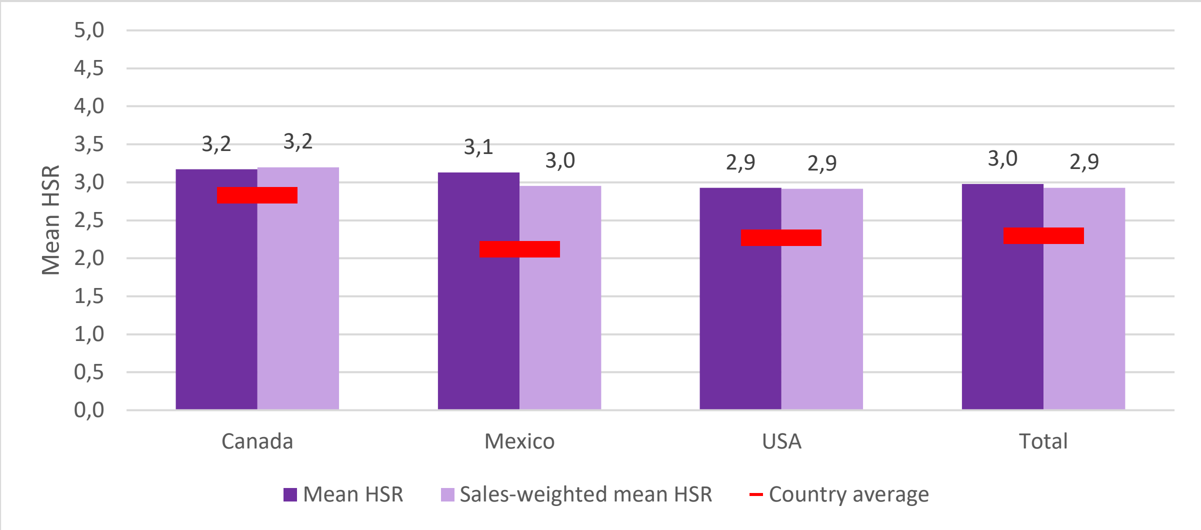
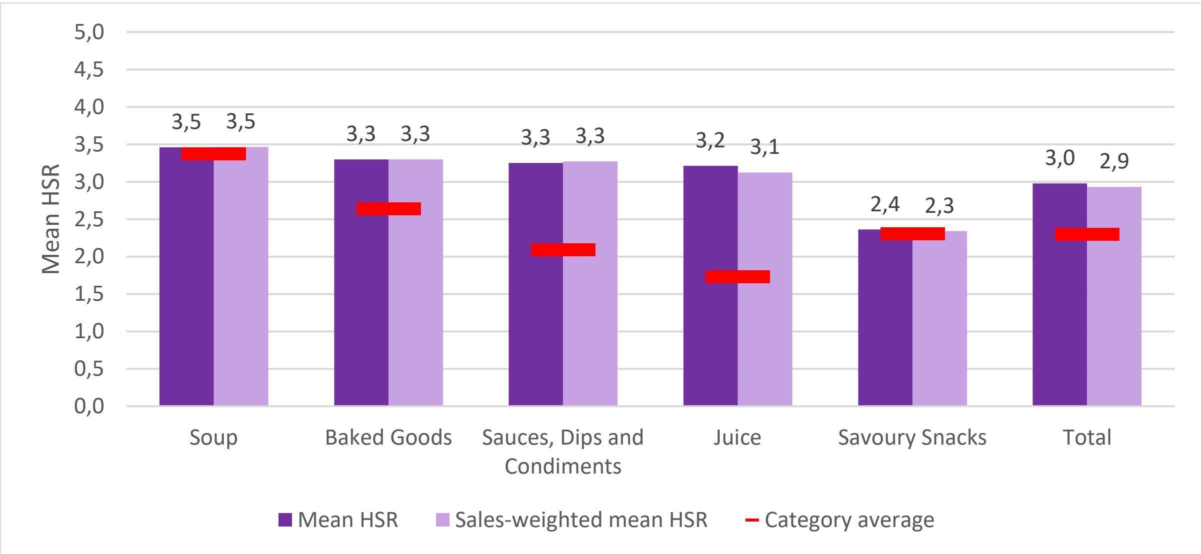


Figure 4.2 *Mean Health Star Rating by category for Campbell's products*



Campbell's had an overall mean HSR of 3.0 which decreased slightly to 2.9 when results were weighted by sales (**Figure 4.1**). Out of the three countries included in Campbell's' analysis, Canada had the highest mean HSR before and after results were weighted by sales (3.2). The USA had the lowest mean HSR both before and after sales-weighting was applied (2.9). When results were examined by category (**Figure 4.2**), the highest sales-weighted mean HSR was seen in the 'Soup' category (3.5), with 'Savoury Snacks' having the lowest mean HSR of all Campbell's product categories (2.3). Campbell's products were either equal to or greater than the HSR for all companies combined.

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Campbell's products considered "healthier" and sales-weighted proportion of Campbell's products considered "healthier"*

Figure 4.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Campbell's*

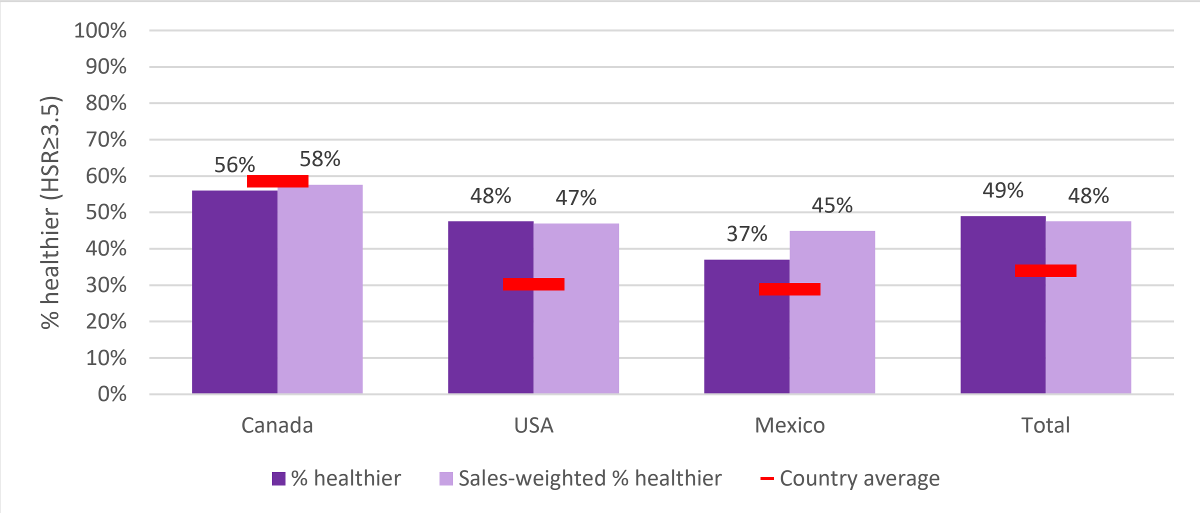
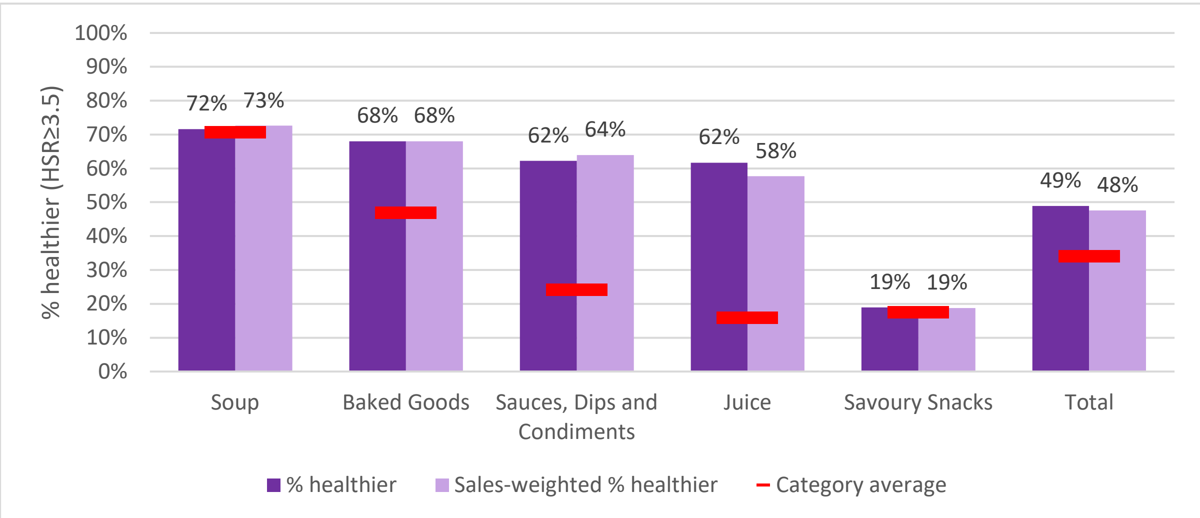


Figure 4.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Campbell's*



Overall, just under half (49%) of all Campbell's products across the three countries had an HSR of 3.5 or greater, which decreased slightly to 48% when results were weighted by sales (**Figure 4.3**). Campbell's Canada had the largest proportion of products receiving an HSR of 3.5 or more (56%), increasing to 58% when results were weighted by sales. When results were examined by category, 'Soup' had the highest proportion of products considered "healthier", with 'Savoury Snacks' the lowest (**Figure 4.4**). As with mean HSR, Campbell's in all countries and categories had a higher proportion of healthier products compared to the average of all companies combined.

<u>ANALYSIS 5 and 6:</u> *Country and company rankings based upon proportion of Campbell's products meeting WHO criteria*

Figure 4.5 *Proportions of Campbell's products meeting WHO criteria for marketing to children – by Country*

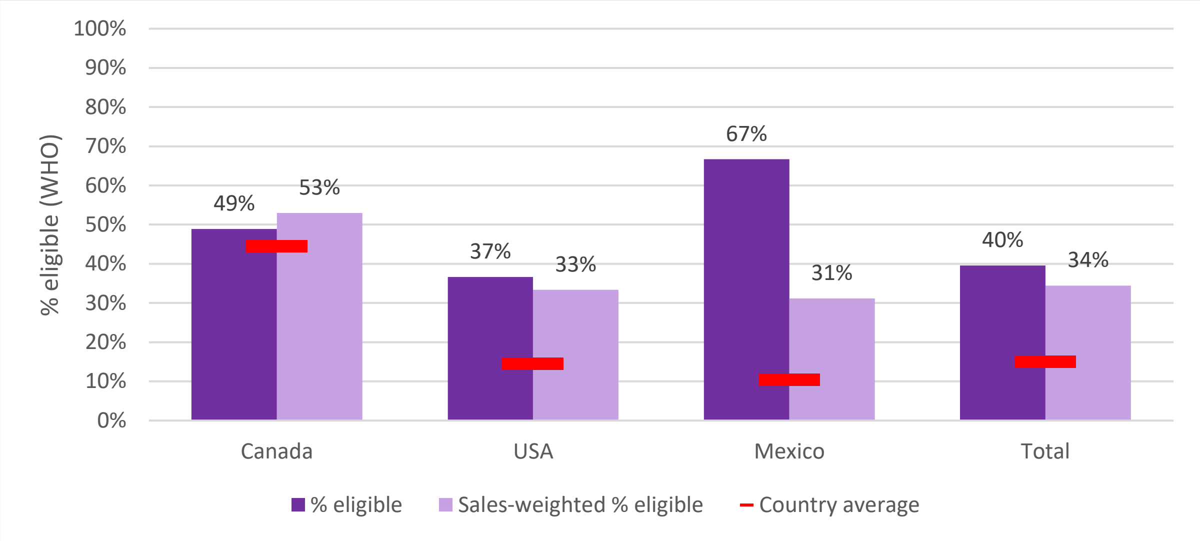
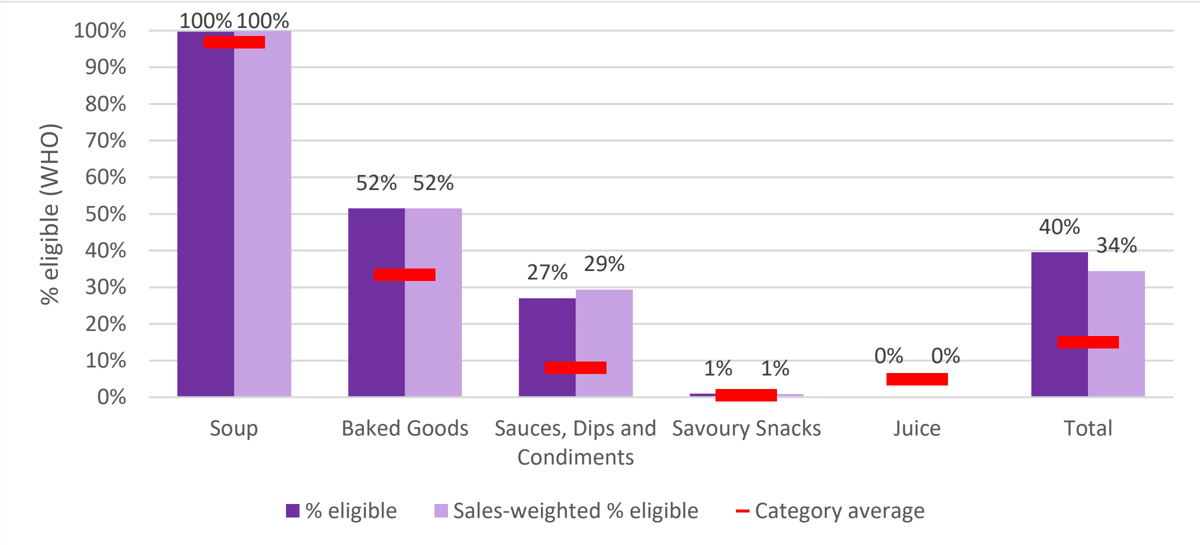


Figure 4.6 *Proportions of Campbell's products meeting WHO criteria for marketing to children – by Category*



Overall 40% of Campbell's products were eligible for marketing to children (**Figure 4.5),** decreasing to 34% after results were weighted by sales. Mexico had the highest proportion of products eligible for marketing to children before sales-weighting was applied (67%) but decreased dramatically to 31% when results were weighted by sales, indicating that sales in Mexico were driven by less healthy products. When results were examined by food category, 'Soup' once again had the highest proportion of products eligible under the WHO criteria (**Figure 4.6**).

<u>ANALYSIS 7:</u> *Country and company results for Campbell's using Nutri-Score*

Figure 4.7 *Proportions of Campbell's products meeting each color/letter rating under Nutri-Score – by Country*

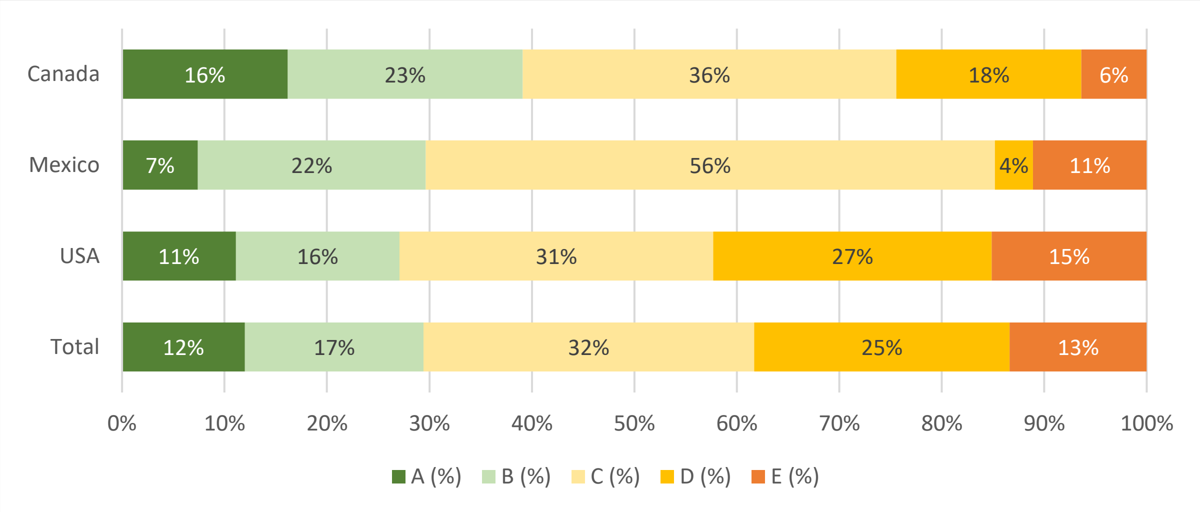
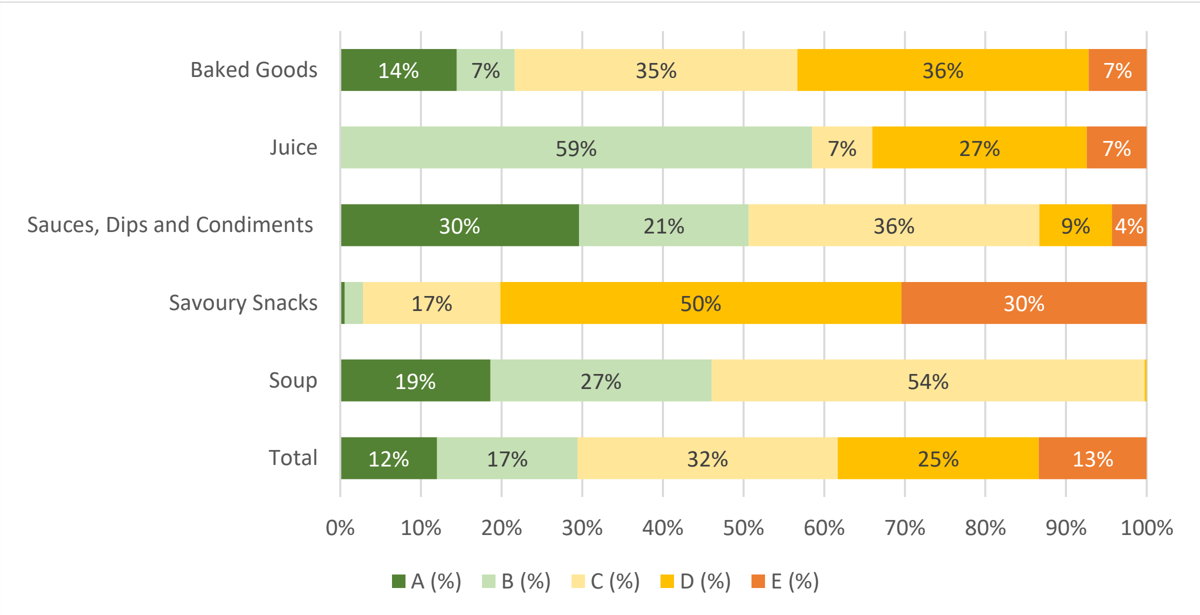


Figure 4.8 *Proportions of Campbell's products meeting each color/letter rating under Nutri-Score – by Country*



Overall, 13% of Campbell's' products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 25% of products received the second lowest rating (D; light orange; **Figure 4.7**). 12% of products received the highest rating (A-dark green) and 17% the second-highest rating (B-light green). Canada had the largest proportion of 'A' products (16%) and the lowest proportion of 'E' products (6%). 'Juice' was the only category to have no 'A' products (**Figure 4.8**).

More specific results broken down by company and country for Campbell's can be seen in <u>Appendix A</u>.

COMPANY 5: COCA-COLA

Products included

There were 1,170 identified products manufactured by Coca-Cola in 12 countries. There was sufficient nutrient information for all 1,170 products to generate results for all analyses. **Table 5.1** shows the breakdown of products in each category by country.

Table 5.1 *Number of Coca-Cola products by country in each Euromonitor subset*

	Bottled Water	Carbonates	Concentrates	Dairy	Juice	Plant-based Dairy	RTD Coffee	RTD Tea	Sports Drinks	Total	% sales
Brazil	3	36	0	0	34	0	0	15	0	**88**	**100%**
China	15	66	0	0	28	2	0	15	0	**126**	**97%**
India	5	21	0	0	24	0	0	0	0	**50**	**100%**
Japan	16	40	0	0		0	74	38	7	**175**	**93%**
Kenya	3	16	0	0	8	0	0	0	0	**27**	**100%**
Mexico	28	80	0	18	42	0	0	0	7	**175**	**100%**
Nigeria	1	17	0	0	4	0	0	0	0	**22**	**100%**
Philippines	3	15	5	0	6	0	0	0	0	**29**	**100%**
South Africa	10	33	0	0	15	0	0	0	6	**64**	**100%**
Tanzania	4	20	0	0	2	0	0	0	0	**26**	**100%**
Thailand	1	27	0	0	5	0	0	0	0	**33**	**100%**
USA	64	90	0	0	125	0	0	21	55	**355**	**98%**
Total	**153**	**461**	**5**	**18**	**293**	**2**	**74**	**89**	**75**	**1170**	**98%**

* Note that this value indicates % sales from included categories for each country.

The 12 countries used in this analysis represented 63% of Coca-Cola's global food and beverage sales in 2022. Of these 12 countries, the USA represented by far the highest proportion of revenue with 39% of all revenue for countries included in this analysis, and Tanzania the lowest with <1%. Within each country, the included categories represented between 93% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the nine product categories covered in this report, 'Carbonates' represented the largest number of products and the highest proportion of sales (65%).

<u>ANALYSIS 1 and 2:</u> *Country and category rankings based upon mean nutrient profile of Coca-Cola products and sales-weighted mean nutrient profile of Coca-Cola products*

Figure 5.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Coca-Cola products*

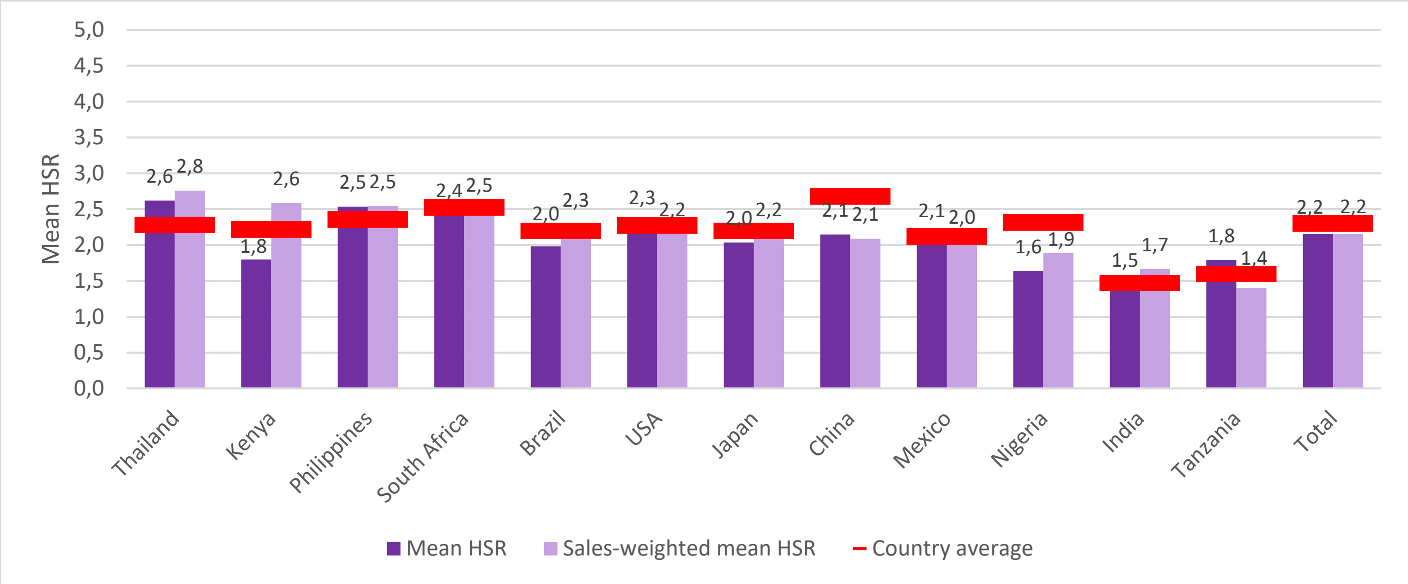
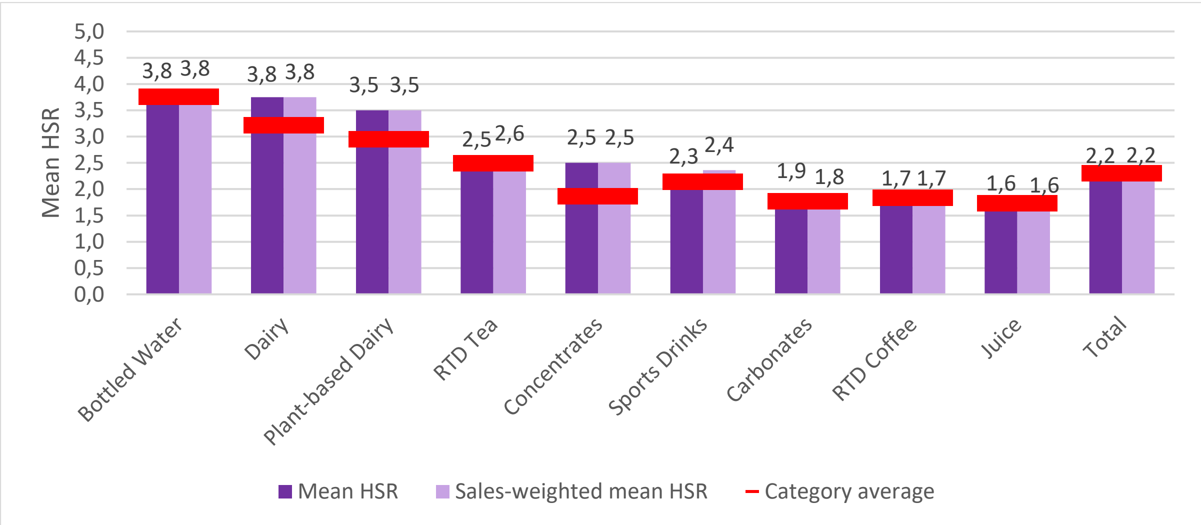


Figure 5.2 *Mean Health Star Rating by category for Coca-Cola products*



Coca-Cola products had an overall mean HSR of 2.2 which remained the same when results were weighted by sales (**Figure 5.1)**. Of the 12 countries included in Coca-Cola's analysis, Thailand had the highest mean HSR (2.6) followed by the Philippines (2.5). However, when results were weighted by sales the ranking of countries changed, with Kenya having the second-highest sales-weighted mean HSR (2.6). Three of the 12 countries had their overall mean HSR decrease following sales-weighting, indicating that the majority of product sales in those countries derived from less healthy products. When Coca-Cola's results were examined by category (**Figure 5.2**), the highest mean HSR was seen in the 'Bottled Water' category (3.8), and 'Dairy' (3.8) with 'Juice' having the lowest mean HSR (1.6). 'Carbonates' was the largest selling category across the 10 countries, representing 65% of sales within this analysis. This is in contrast to the highest ranked category 'Bottled Water' which represented only 14%.

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Coca-Cola products considered "healthier" and sales-weighted proportion of Coca-Cola products considered "healthier"*

Figure 5.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Coca-Cola*

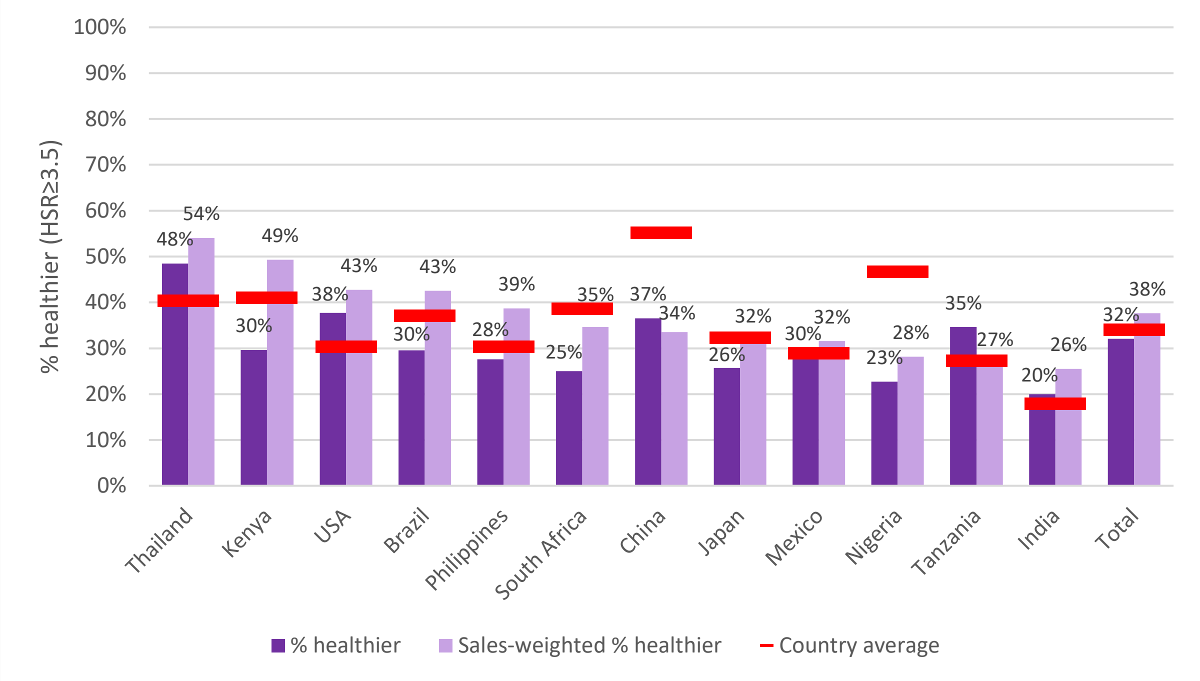
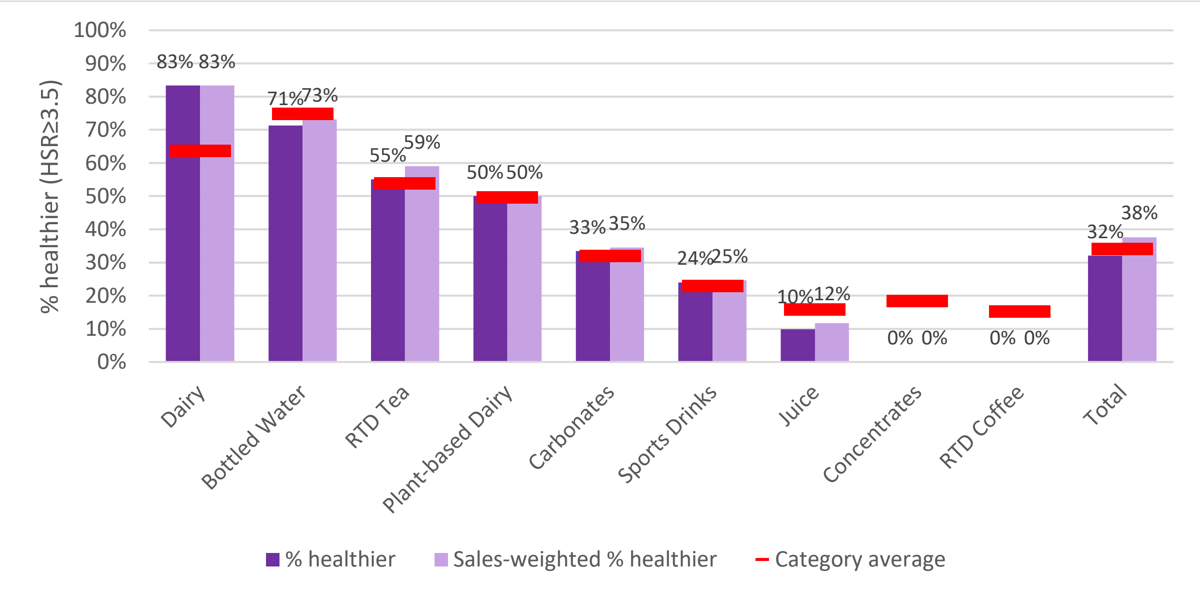


Figure 5.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Coca-Cola products*



Overall, Coca-Cola had 32% of products with an HSR of 3.5 or greater, which increased to 38% when results were weighted by sales (**Figure 5.3**). Thailand had the highest proportion of products receiving an HSR of 3.5 or more both before and after sales-weighting was applied (48% and 54%) and India the lowest (20% and 26%). 'Bottled Water' and 'Dairy' had the highest proportion of products with an HSR of ≥3.5 (**Figure 5.4**), and 'Concentrates' and 'RTD Coffee' the lowest (0%).

<u>ANALYSIS 5 and 6:</u> *Country and company rankings based upon proportion of Coca-Cola products meeting WHO criteria*

Figure 5.5 *Proportions of Coca-Cola products meeting WHO criteria for marketing to children – by Country*

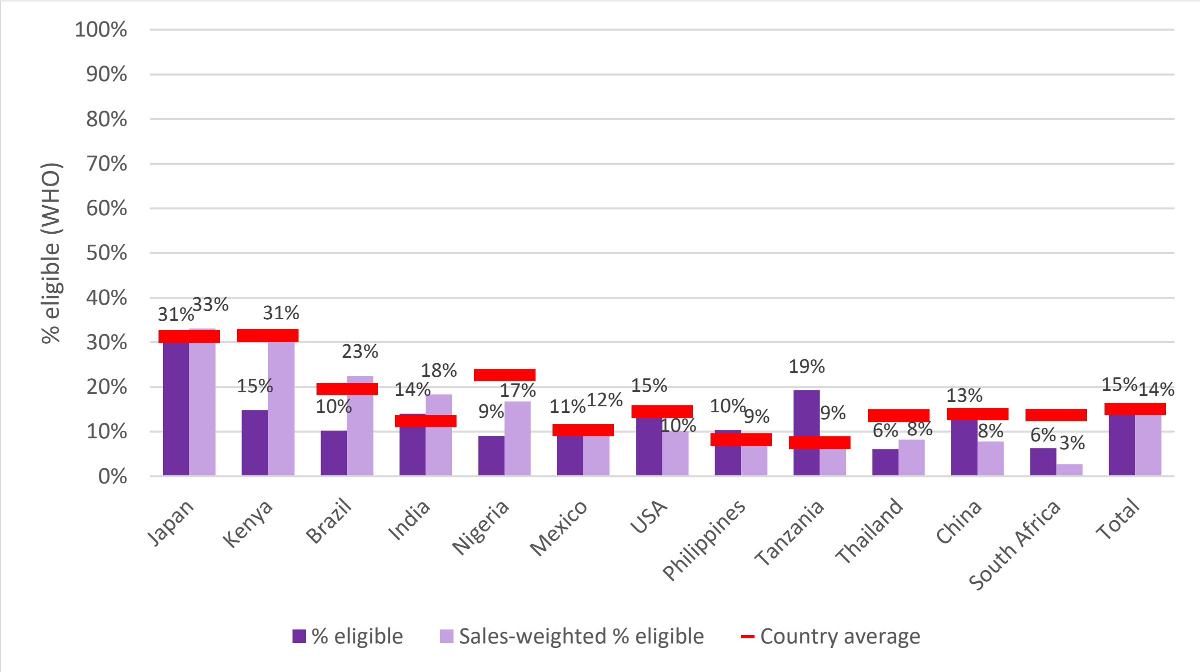
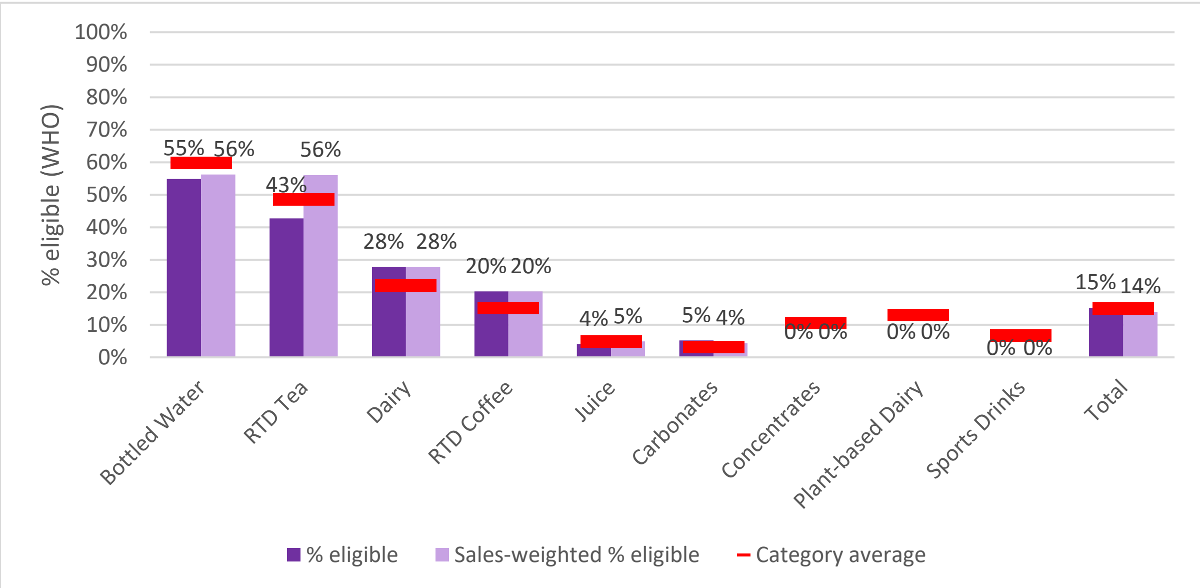


Figure 5.6 *Proportions of Coca-Cola products meeting WHO criteria for marketing to children – by Category*



Overall a low proportion of Coca-Cola products (15%) was eligible for marketing to children (**Figure 5.5),** decreasing slightly to 14% when results were weighted by sales. Japan and Kenya had the highest sales-weighted proportion of products eligible for marketing to children (33% and 31%, respectively). Not surprisingly, 'Bottled Water' had the highest proportion of products eligible under the WHO criteria followed by 'RTD Tea', with most other categories performing poorly (**Figure 5.6**).

ANALYSIS 7: *Country and company results for Coca-Cola using Nutri-Score*

Figure 5.7 *Proportions of Coca-Cola products meeting each color/letter rating under Nutri-Score – by Country*

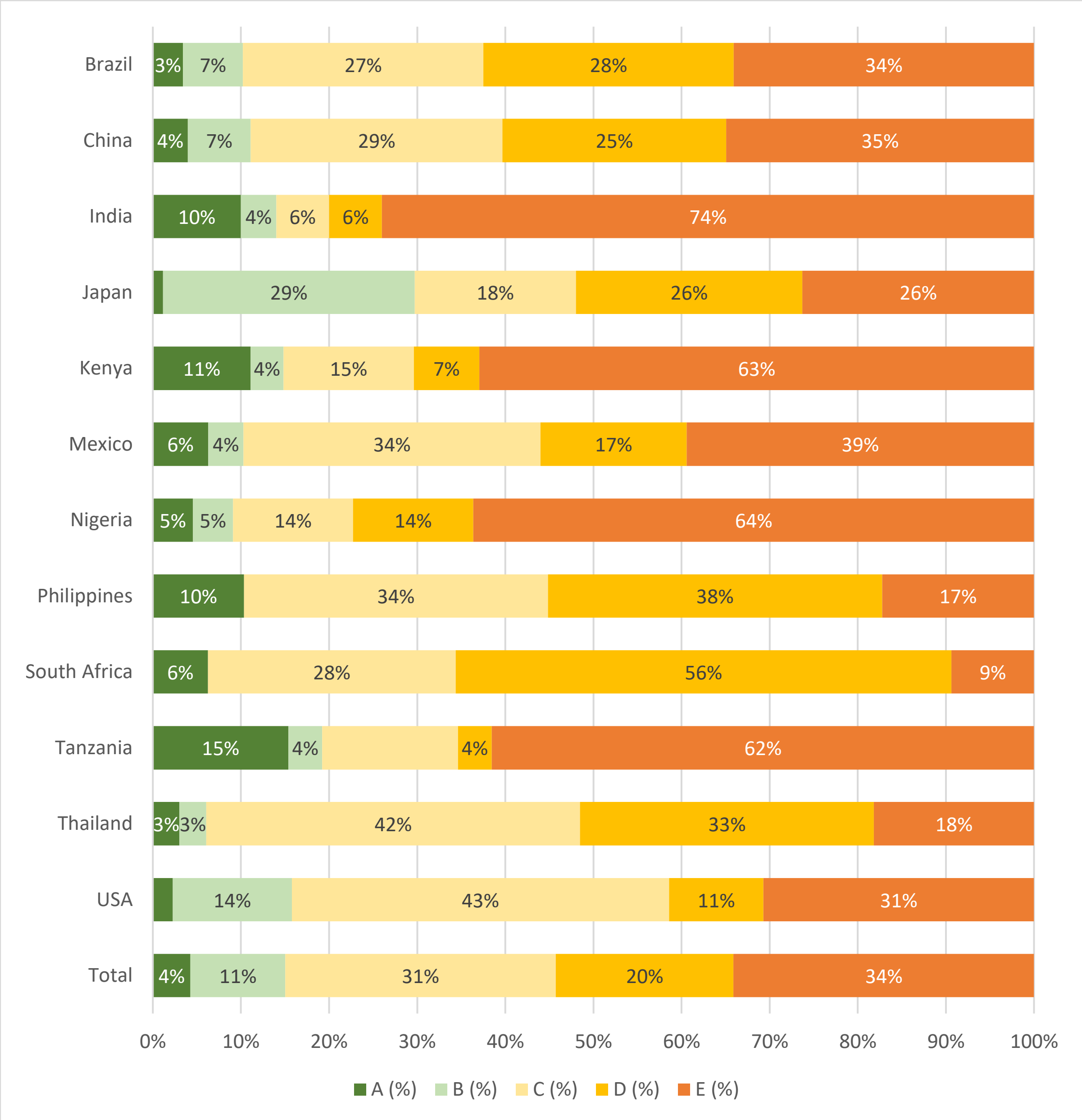
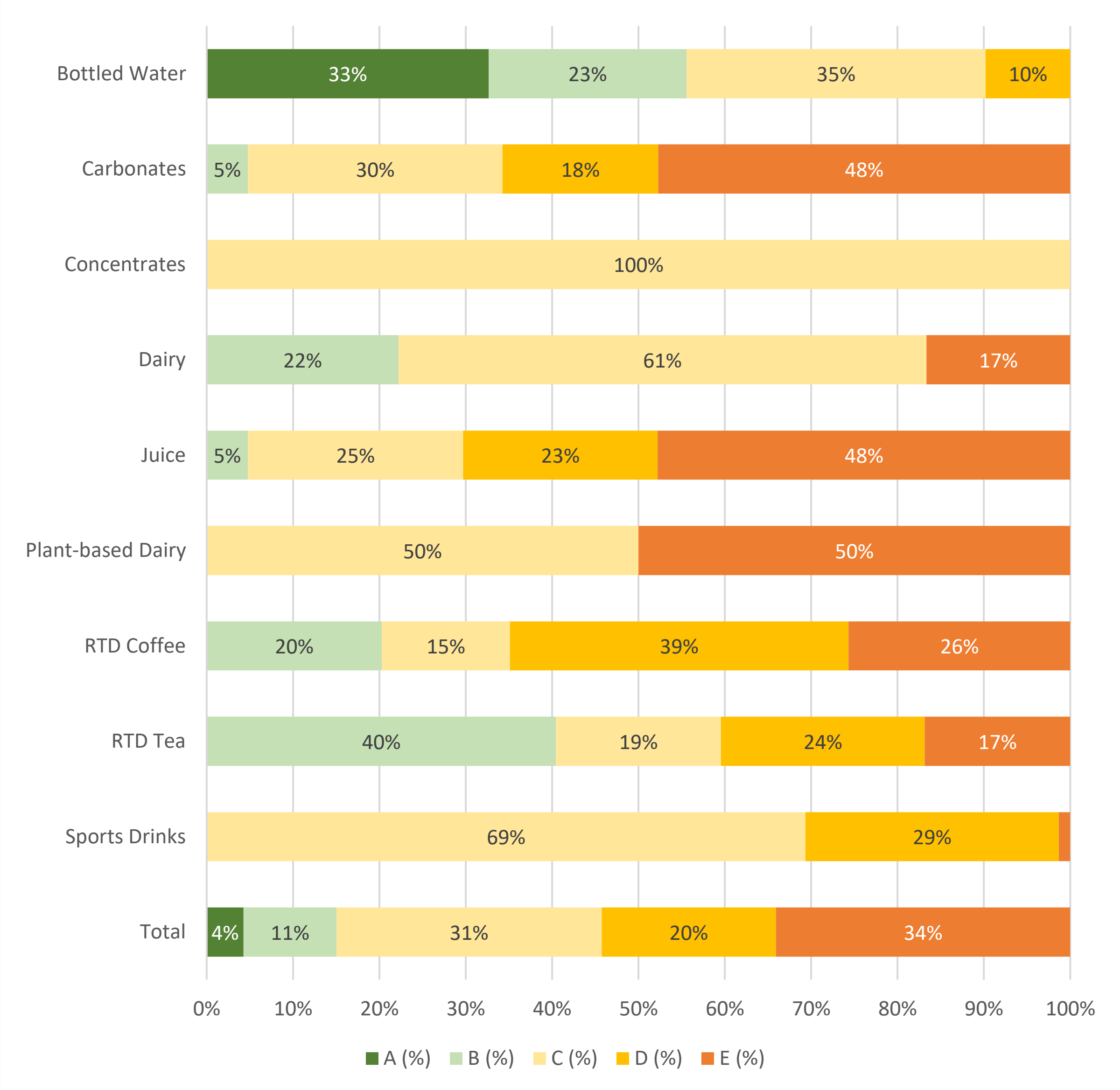


Figure 5.8 *Proportions of Coca-Cola products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 34% of Coca-Cola's products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 20% of products received the second lowest rating (D; light orange). Only 4% of products received the highest rating (A-dark green), with 11% receiving the second highest rating (B-light green). Results varied a lot between both countries and categories. Tanzania, for example, had the highest proportion of 'A' products (**Figure 5.7**). 'Bottled Water' not surprisingly had the highest proportion of 'A' products (33%) and 'Juice' and 'Carbonates' had the highest proportion (48%) of 'E' products (**Figure 5.8**).

More specific results broken down by company and country for Coca-Cola can be seen in Appendix A.

COMPANY 6: CONAGRA

Products included

There were 1,152 identified products manufactured by Conagra in four countries. There was sufficient nutrient information for 1,145 products to generate a Health Star Rating, for 1,152 to generate results for the WHO analysis and for 1,135 to apply Nutri-Score ratings. **Table 6.1** shows the breakdown of products in each category by country.

Table 6.1 *Number of Conagra products by country in each Euromonitor subset*

	India	Mexico	South Africa	USA	Total
Dairy	0	0	0	25	**25**
Edible Oils	12	8	0	0	**20**
Processed Fruit and Vegetables	0	0	0	147	**147**
Processed Meat and Seafood	0	0	0	53	**53**
Ready Meals	0	18	0	547	**565**
Sauces, Dips and Condiments	0	48	0	0	**48**
Savoury Snacks	57	49	10	166	**282**
Sweet Spreads	12	0	0	0	**12**
Total	**81**	**123**	**10**	**938**	**1,152**
% sales*	**100%**	**100%**	**100%**	**100%**	**100%**

* Note that this value indicates % sales from included categories for each country.

The four countries used in this analysis represented 63% of Conagra's global food and beverage sales in 2022. Of these four countries, the US represented the highest proportion of revenue (96%) and South Africa the lowest (<1%). Within each country, the included categories represented 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the eight product categories included in analysis, 'Ready Meals' represented the largest number of products and the highest proportion of sales (37%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Conagra products and sales-weighted mean nutrient profile of Conagra products*

Figure 6.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Conagra products*

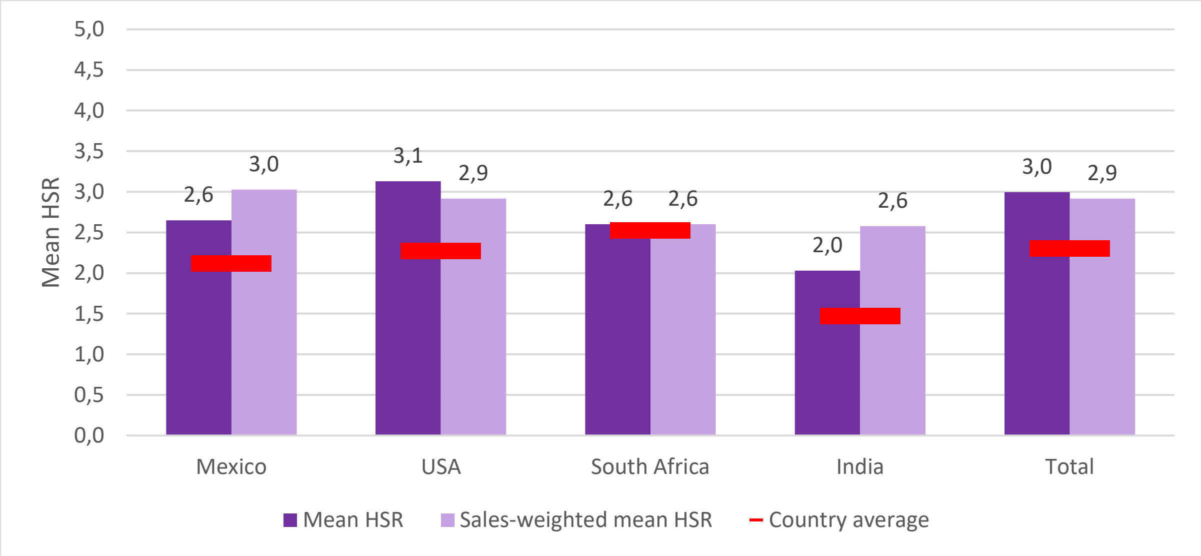
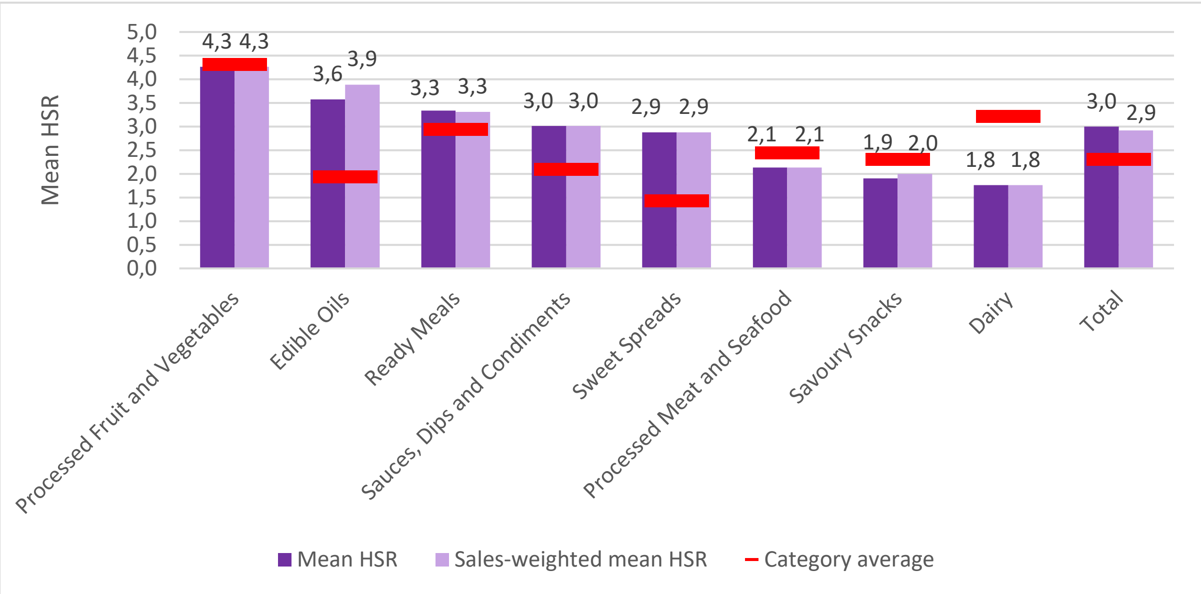


Figure 6.2 *Mean Health Star Rating by category for Conagra products*



Conagra had a relatively high overall mean HSR of 3.0, which decreased slightly to 2.9 when results were weighted by sales (**Figure 6.1**). Out of the four countries included in Conagra's analysis, Mexico had the highest mean HSR after results were weighted by sales (3.0) although all countries had a narrow range of mean HSRs. When Conagra's results were examined by category (**Figure 6.2**), the highest mean HSR was seen in the 'Processed Fruit and Vegetables' category (4.3), with 'Dairy' having the lowest mean HSR (1.8). Conagra categories mainly performed above the average for all companies combined.

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Conagra products considered "healthier" and sales-weighted proportion of Conagra products considered "healthier"*

Figure 6.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Conagra*

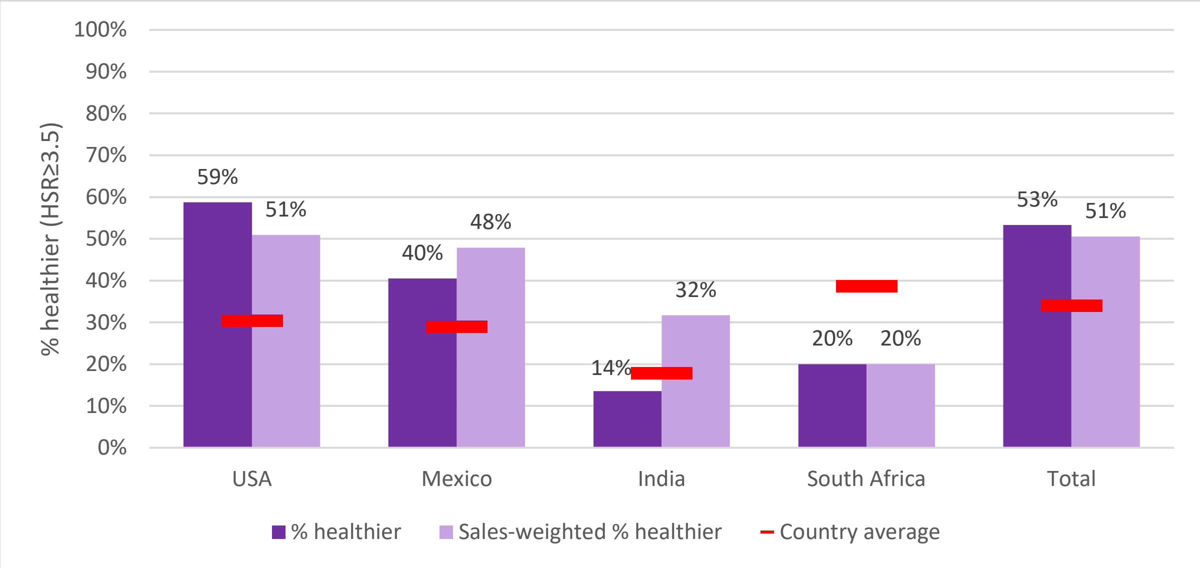
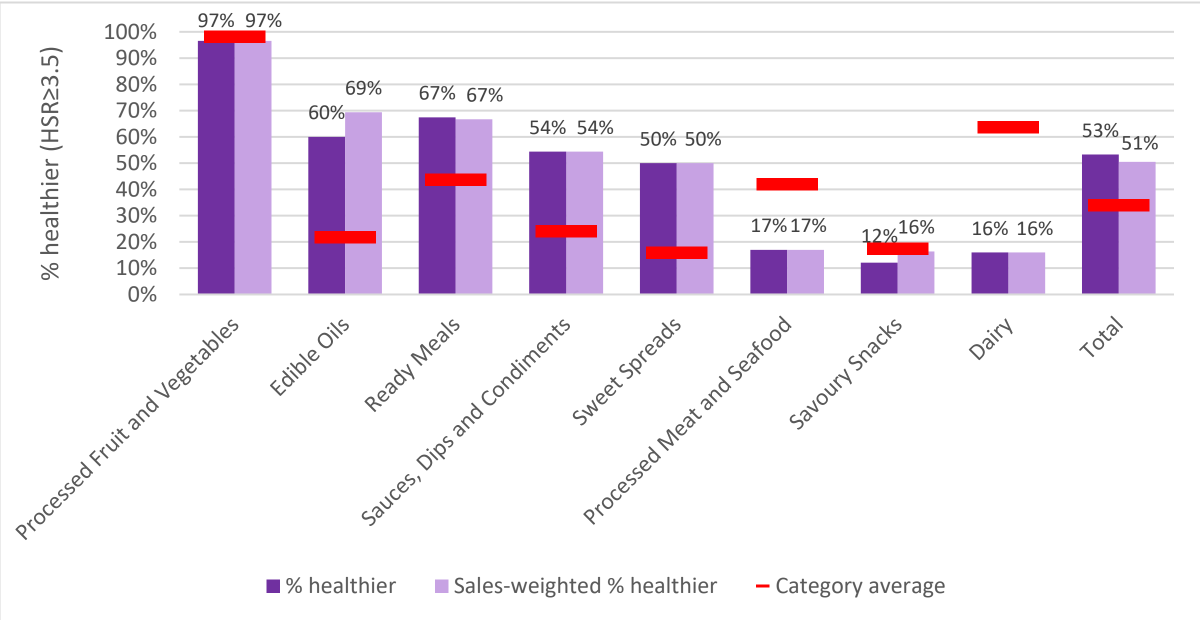


Figure 6.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Conagra*



Overall, Conagra had a high proportion of sales with an HSR of 3.5 or greater (53%), however this decreased to 51% when results were weighted by sales (**Figure 6.3**) illustrating that products of lower nutritional quality contributed more to sales than those of higher nutritional quality. Conagra USA had the highest sales-weighted proportion of products receiving an HSR of 3.5 or more (51%) and South Africa the lowest (20%). The same categories that received the highest overall mean HSR also had the highest proportion of products receiving ≥3.5 HSR (**Figure 6.4**).

ANALYSIS 5 and 6: *Country and company rankings based upon proportion of Conagra products meeting WHO criteria*

Figure 6.5 *Proportions of Conagra products meeting WHO criteria for marketing to children – by Country*

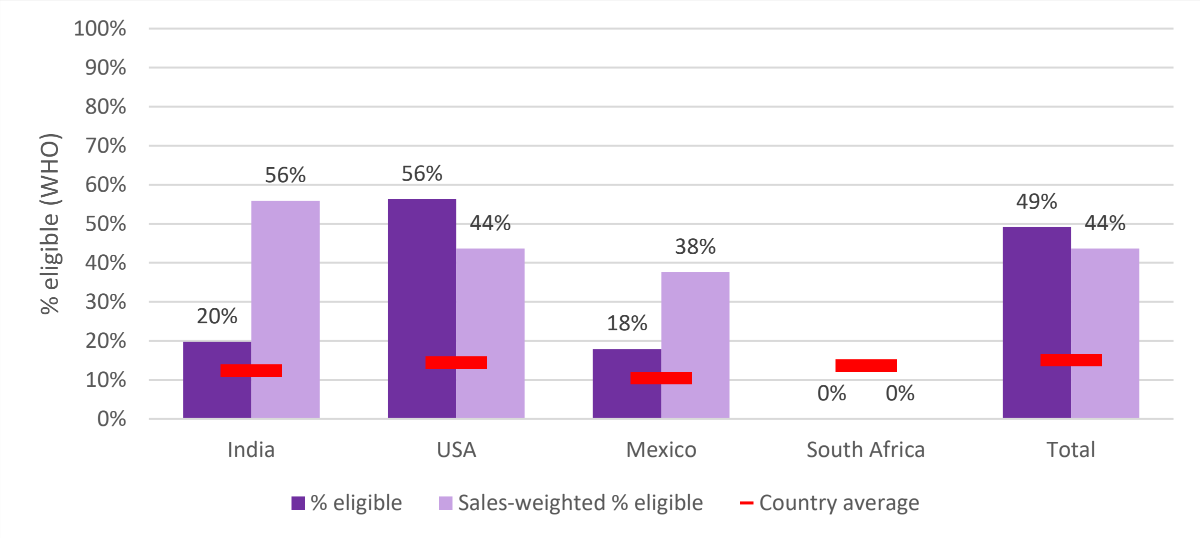
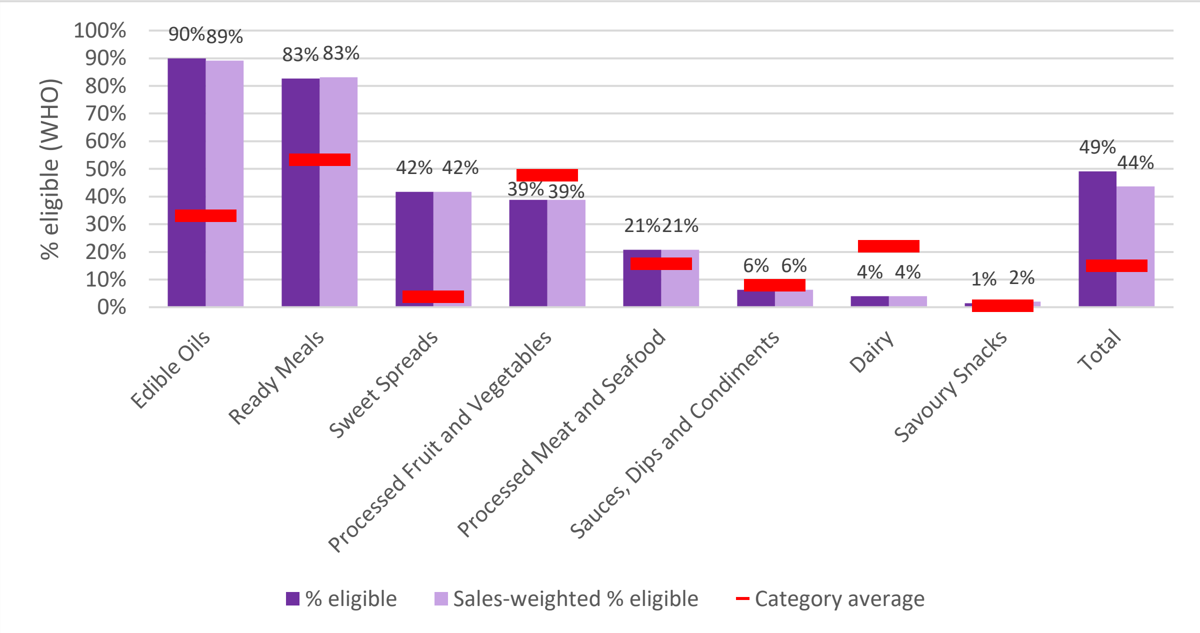


Figure 6.6 *Proportions of Conagra products meeting WHO criteria for marketing to children – by Category*



Overall a lower sales-weighted proportion of Conagra products (44%) was eligible for marketing to children using the WHO criteria compared to HSR (**Figure 6.5**). India had the highest proportion of products eligible for marketing to children (56%) after sales-weighting was applied, increasing dramatically from 20% with unweighted results. Despite India's dramatic increase, most sales globally derived from the USA and so the overall change in the proportion of products eligible for marketing did not change substantially. 'Edible Oils' had the largest sales-weighted proportion of products eligible for marketing to children (89%), followed by 'Ready Meals' with 83%. 'Savoury Snacks' had the lowest proportion eligible (2%; **Figure 6.6**).

ANALYSIS 7: *Country and company results for Conagra using Nutri-Score*

***Figure 6.7** Proportions of Conagra products meeting each color/letter rating under Nutri-Score – by Country*

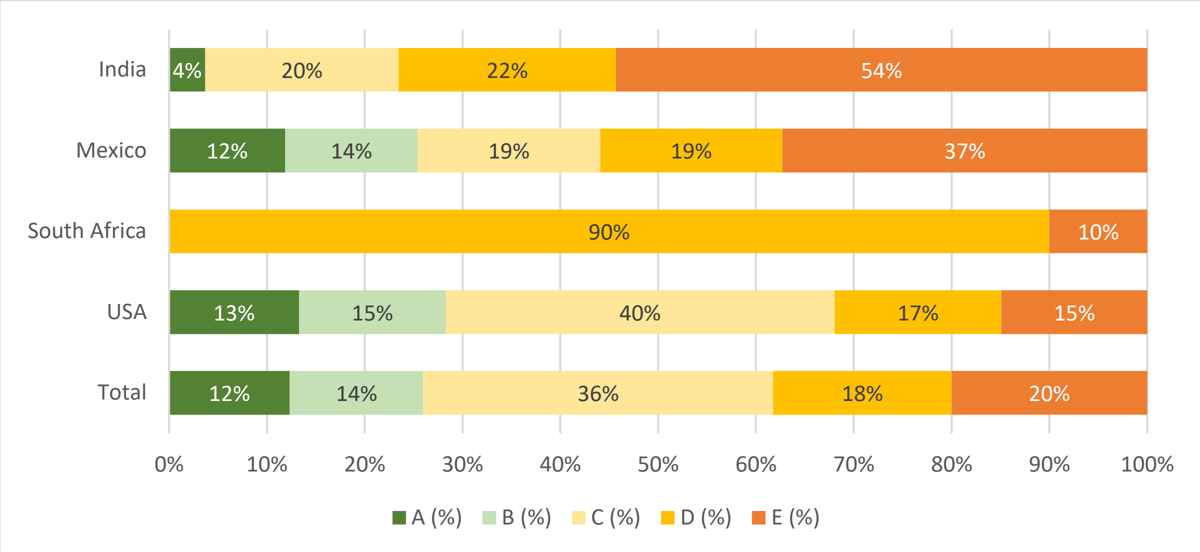
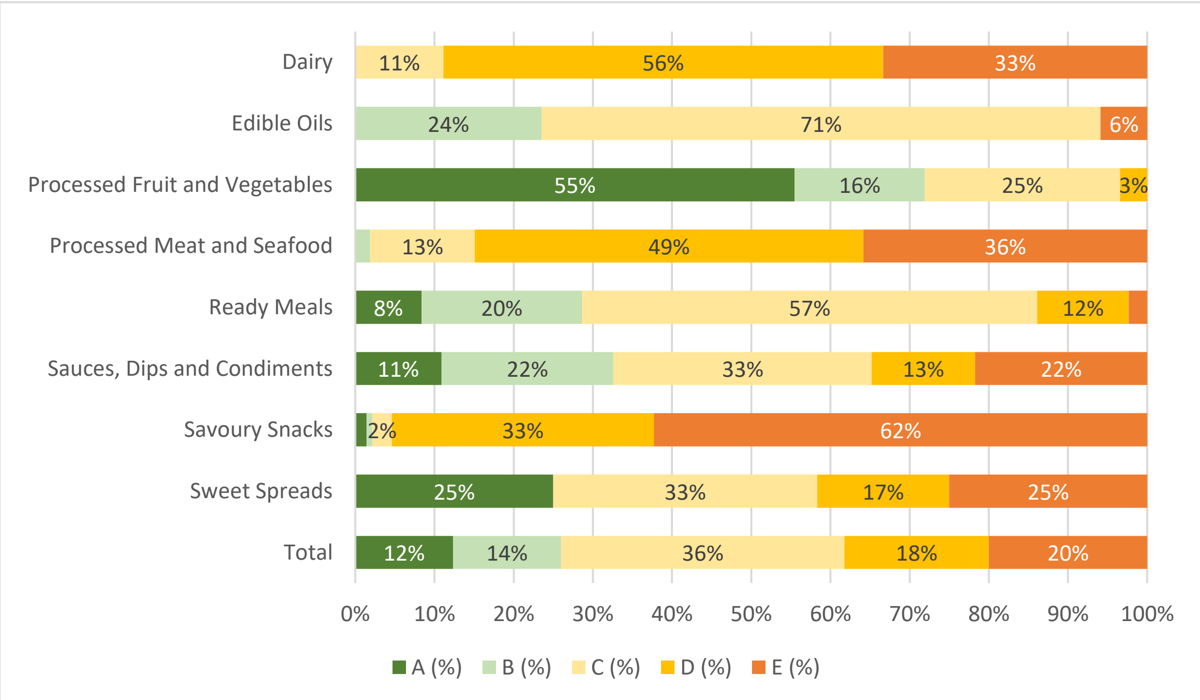


***Figure 6.8** Proportions of Conagra products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 20% of Conagra products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 18% of products received the second lowest rating (D; light orange). Only 12% of products received the highest rating (A-dark green), with the majority (36%) receiving the middle rating (C-yellow). Results varied between countries and categories. India had the highest proportion of 'E' products (54%; **Figure 6.7**), substantially higher than all other countries. 'Processed Fruit and Vegetables not surprisingly had the highest proportion of 'A' products (55%) and 'Savoury Snacks' the highest proportion (62%) of 'E' products (**Figure 6.8**).

More specific results broken down by company and country for Conagra can be seen in Appendix A.

COMPANY 7: DANONE

Products included

There were 1,850 identified products manufactured by Danone in 10 countries. There was sufficient nutrient information for all 1,850 products to generate a Health Star Rating, a Nutri-Score rating and to examine WHO eligibility. **Table 7.1** shows the breakdown of products in each category by country.

***Table 7.1** Number of Danone products by country in each Euromonitor subset*

	BR	FR	GH	ID	MX	PH	RU	ZA	UK	US	Total
Bottled Water	0	29	0	7	32	0	0	0	17	4	**89**
Dairy	134	268	5	0	79	88	9	82	80	429	**1,174**
Ice Cream	0	0	12	0	0	0	23	0	0	108	**143**
Juice	0	5	0	0	0	0	4	0	2	0	**11**
Other Hot Drinks	0	0	0	2	0	0	0	0	0	0	**2**
Plant-Based Dairy	0	53	0	0	22	67	0	0	82	176	**400**
RTD Coffee	0	0	0	0	0	2	0	0	0	27	**29**
Sports Drinks	0	0	0	2	0	0	0	0	0	0	**2**
Total	**134**	**355**	**17**	**11**	**133**	**157**	**36**	**82**	**181**	**744**	**1,850**
% sales*	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in this analysis represented 42% of Danone's global food and beverage sales in 2022. Of these 10 countries, the USA represented the highest proportion of revenue (46%) and Nigeria the lowest with <1%. Within each country, the included categories represented 100% of sales, however it is unknown whether we have captured every product for sale in every country. The 'Dairy' category represented the vast majority of sales within this analysis, with 66% of all revenue of products included in analysis.

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Danone products and sales-weighted mean nutrient profile of Danone products*

Figure 7.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Danone products*

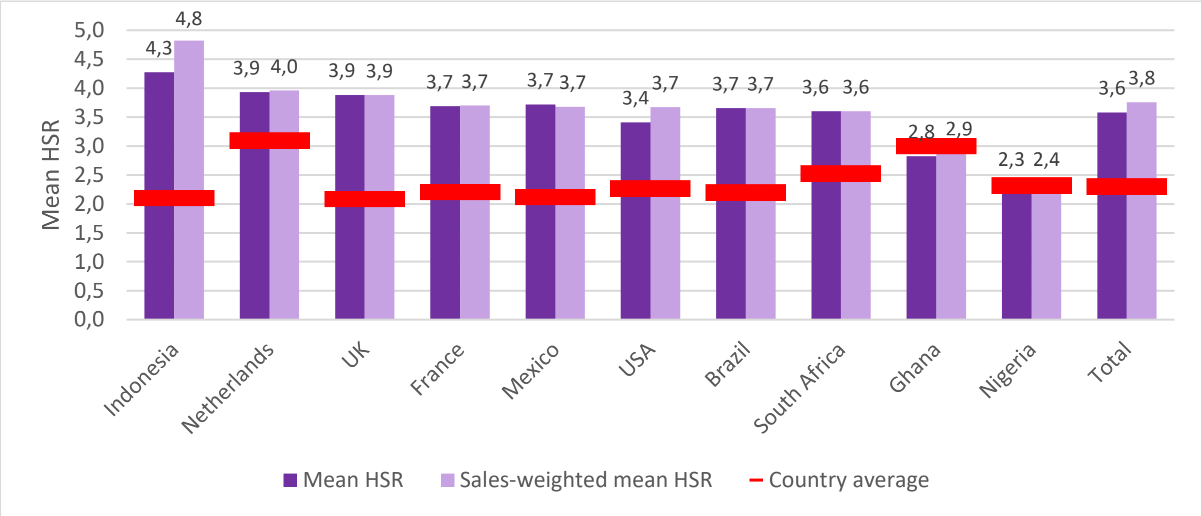
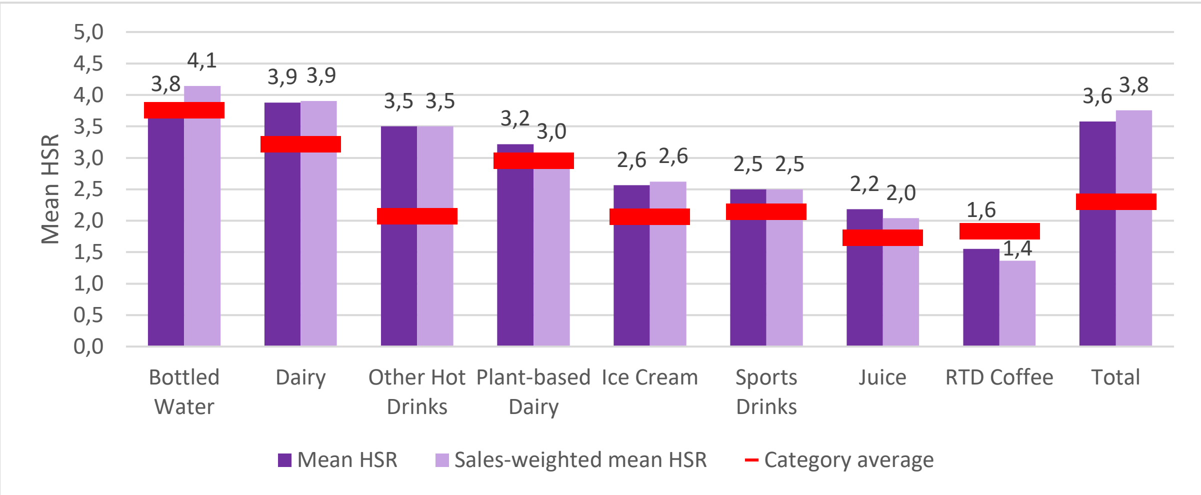


Figure 7.2 *Mean Health Star Rating by category for Danone products*



Danone had a relatively high overall mean HSR of 3.6 which increased to 3.8 when results were weighted by sales (**Figure 7.1**). Out of the 10 countries included in Danone's analysis, Indonesia had the highest mean HSR both before and after results were weighted by sales (4.3 and 4.8, respectively), followed by the Netherlands with a sales-weighted mean HSR of 4.0, with Nigeria having the lowest sales-weighted mean HSR of 2.4. Indonesia's high HSR result is because the products evaluated were mainly plain bottled water products which automatically receive an HSR of 5.0. In fact, Danone's relatively high overall result is likely due in part to half of the 10 countries selling plain bottled water products.

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Danone products considered "healthier" and sales-weighted proportion of Danone products considered "healthier"*

Figure 7.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Danone*

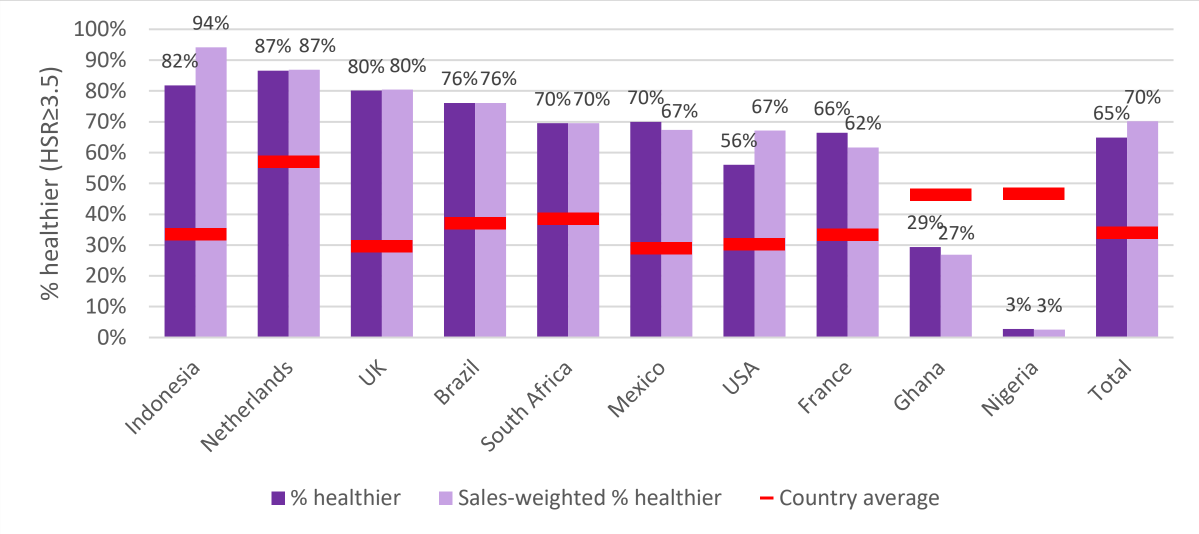
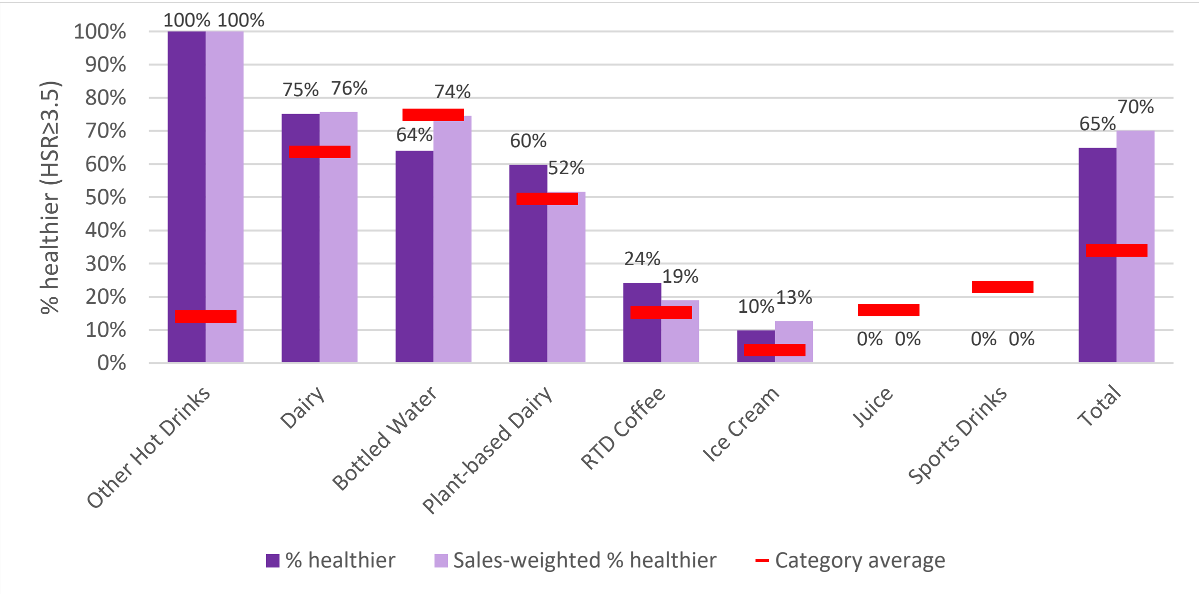


Figure 7.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Danone*



Overall Danone had 65% of their products receiving an HSR of 3.5 or greater, increasing to 70% after sales-weighting was applied (**Figure 7.3**). Once again, driven by sales of plain bottled water products, Indonesia had the highest proportion of products receiving an HSR of 3.5 or more, with seven of the 10 countries having at least 50% of their portfolio considered 'healthier'. Nigeria had the lowest proportion of healthier products (3%) due to predominantly selling 'Ice Cream' products. Danone had a greater than or equal proportion of healthier products in most categories compared to the average for all companies combined (**Figure 7.4**).

ANALYSIS 5 and 6: *Country and company rankings based upon proportion of Danone products meeting WHO criteria*

Figure 7.5 *Proportions of Danone products meeting WHO criteria for marketing to children – by Country*

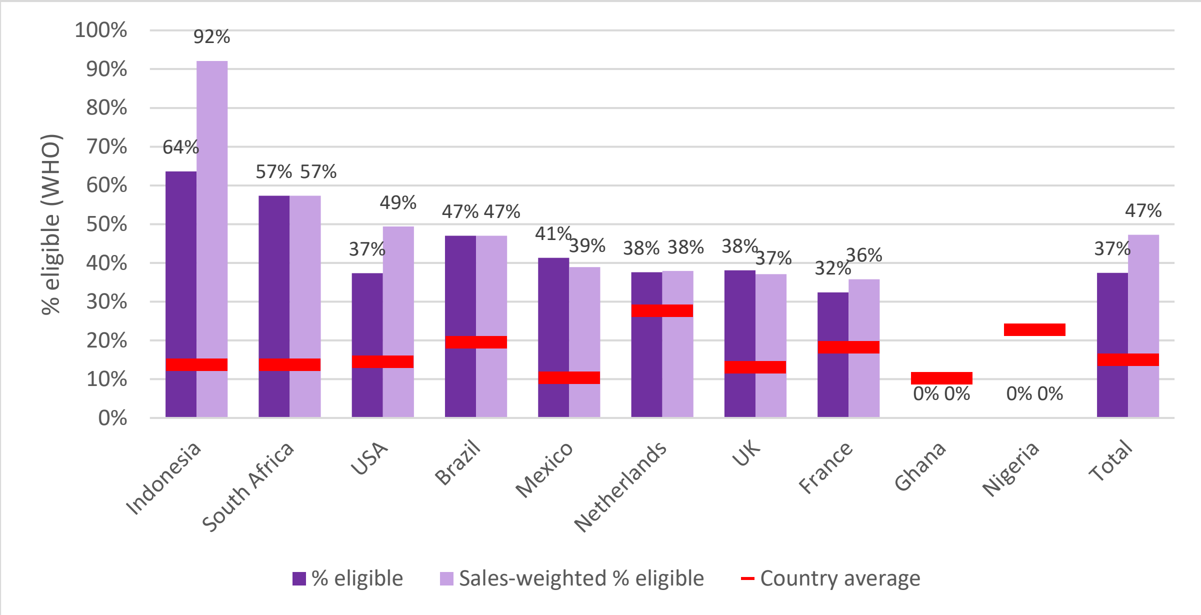
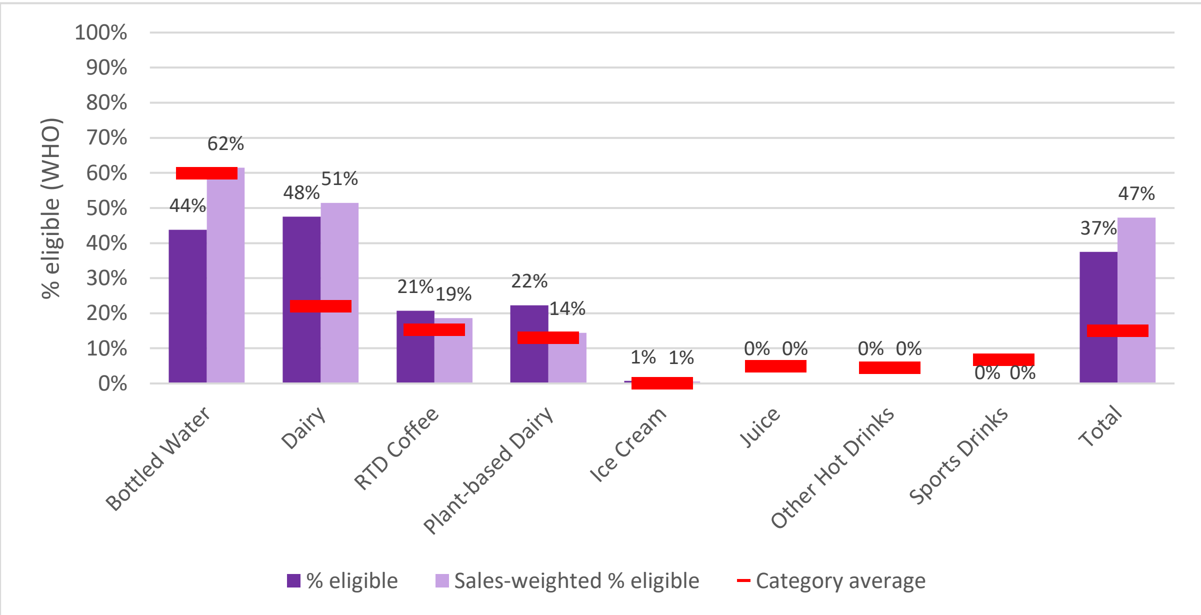


Figure 7.6 *Proportions of Danone products meeting WHO criteria for marketing to children – by Category*



37% of Danone products were eligible for marketing to children (**Figure 7.5**), increasing to 47% when results were weighted by sales. Indonesia once again with its product list comprising mainly of plain bottled water products ranked first out of the 10 countries, with 92% of its sales-weighted portfolio eligible for marketing to children. Ghana and Nigeria had 0% of products eligible. 'Bottled Water' and 'Dairy' had the highest proportion of eligible products (**Figure 7.6**).

ANALYSIS 7: *Country and company results for Danone using Nutri-Score*

Figure 7.7 *Proportions of Danone products meeting each color/letter rating under Nutri-Score – by Country*

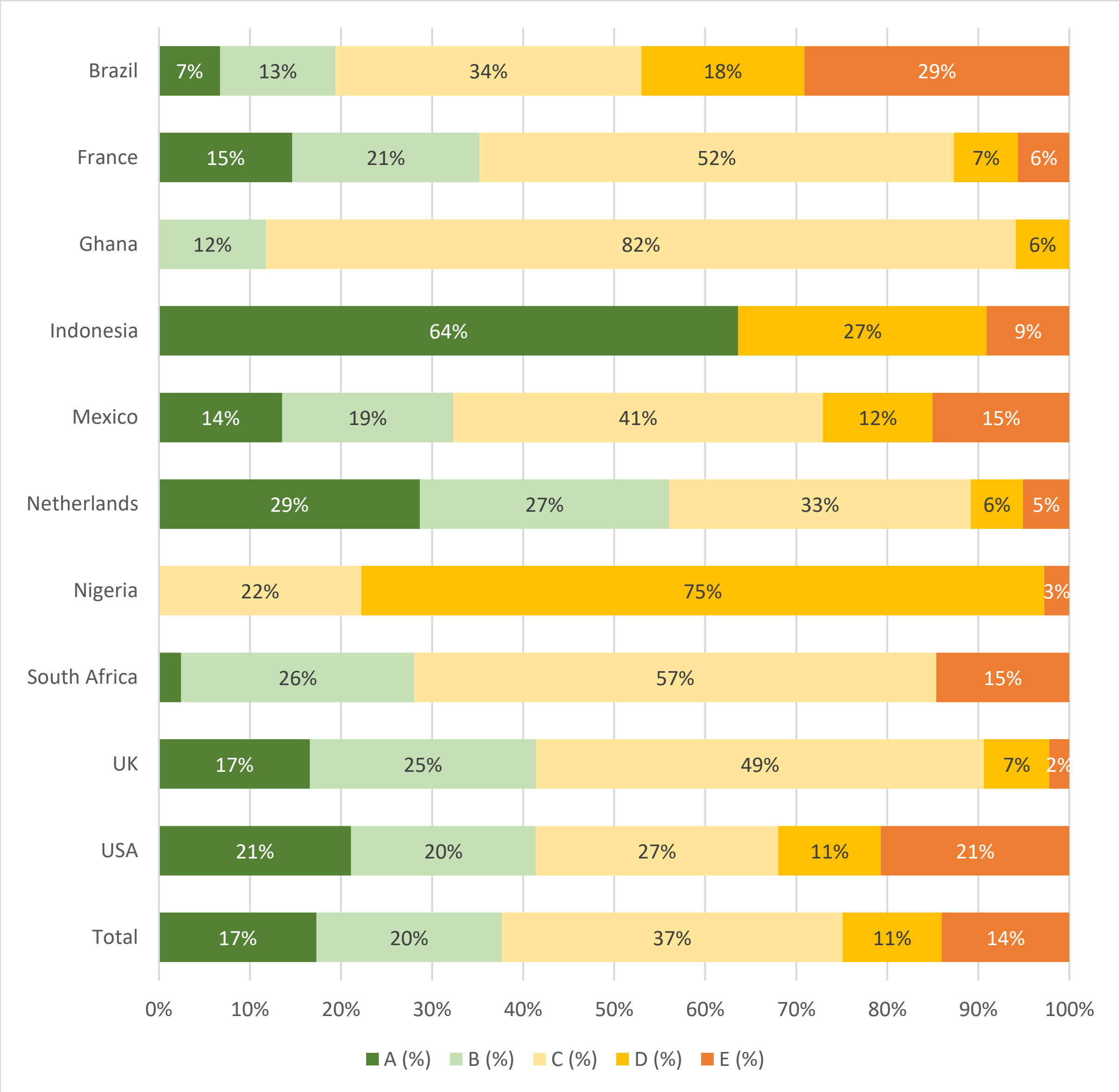
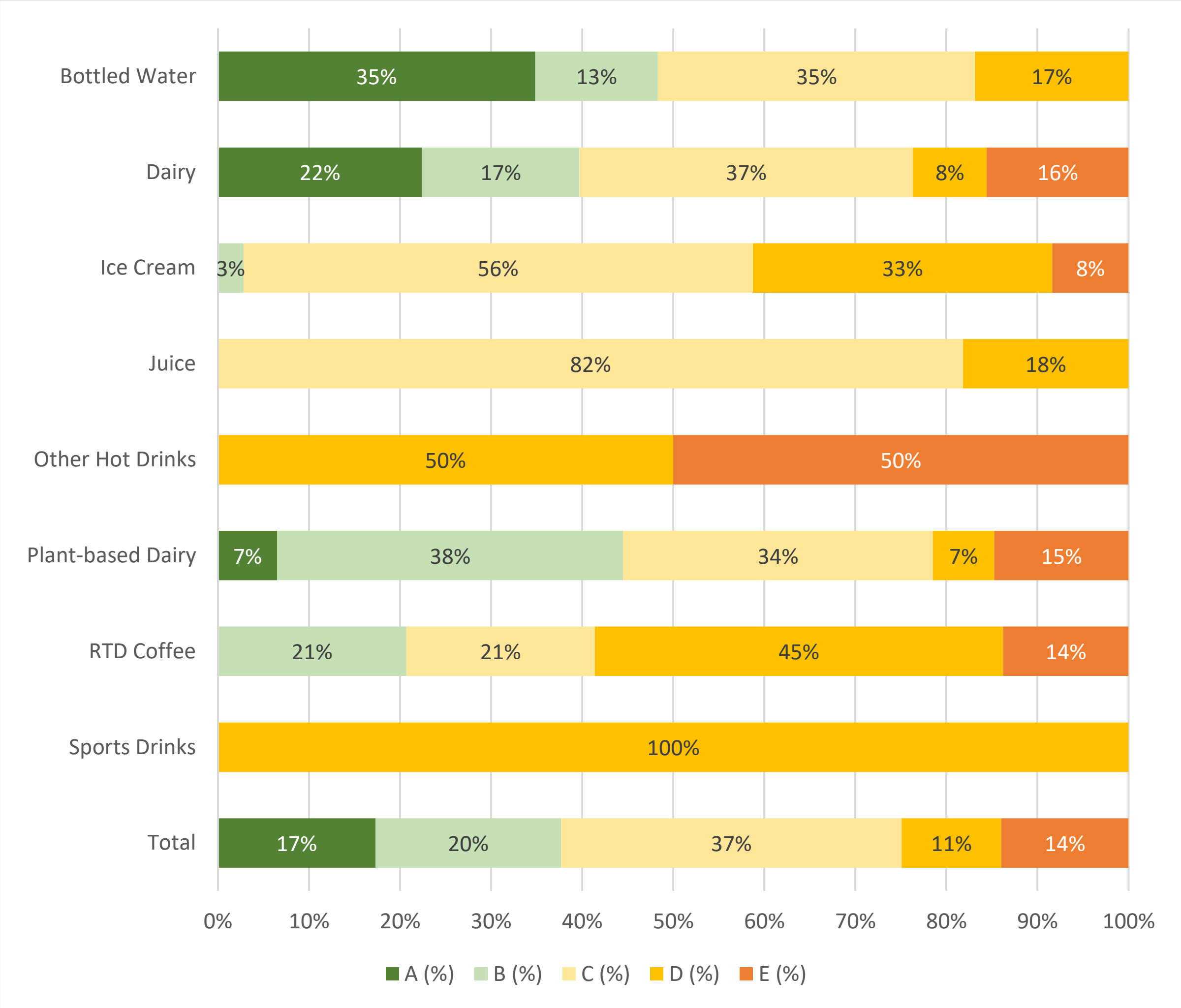


Figure 7.8 *Proportions of Danone products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 14% of Danone products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 11% of products received the second lowest rating (D; light orange). Only 17% of products received the highest rating (A-dark green), and 20% received the second highest rating (B-light green). Results varied between both countries and categories. Ghana was the only country that had no 'E' products, (**Figure 7.7**) but also had no 'A' products. 'Other Hot Drinks' had the highest proportion of products receiving a rating of 'E' (**Figure 7.8**) and 'Bottled Water' had the highest proportion of 'A'.

More specific results broken down by company and country for Danone can be seen in Appendix A.

COMPANY 8: FERRERO

Products included

There were 2,766 identified products manufactured by Ferrero in 11 countries. There was sufficient nutrient information for 2,743 products to generate a Health Star Rating and Nutri-Score rating and for 2,766 to generate results for the WHO analysis. **Table 8.1** shows the breakdown of products in each category by country.

Table 8.1 *Number of Ferrero products by country in each Euromonitor subset*

	Baked Goods	Breakfast Cereals	Confecti -onery	Dairy	Ice Cream	RTD Tea	Sweet Biscuits	Sweet Spreads	Total	% sales*
Brazil	0	0	117	0	0	0	0	17	**134**	**100%**
France	0	0	267	5	19	0	73	9	**373**	**98%**
India	0	0	123	0	0	0	0	10	**133**	**100%**
Indonesia	0	0	14	0	0	0	0	5	**19**	**100%**
Italy	65	0	286	12	0	28	0	9	**400**	**89%**
Kenya	0	0	4	0	0	0	6	0	**10**	**100%**
Mexico	0	0	93	0	0	0	0	7	**100**	**100%**
Netherlands	0	4	105	0	0	0	14	8	**131**	**100%**
S. Africa	0	0	59	0	0	0	0	0	**59**	**74%**
UK	38	0	343	0	15	0	113	7	**516**	**99%**
USA	0	0	683	0	38	0	152	18	**891**	**100%**
Total	**103**	**4**	**2,094**	**17**	**72**	**28**	**358**	**90**	**2,766**	**97%**

* Note that this value indicates % sales from included categories for each country.

The 11 countries used in this analysis represented 57% of Ferrero's global food and beverage sales in 2022. Of these 11 countries, the USA represented the highest proportion of revenue (46%) and Kenya the lowest with <1%. Within each country, the included categories represented 97% of product sales, however it is unknown whether we have captured every product for sale in every country. 'Confectionery' represented by far the largest number of products and the highest proportion of sales (61% across the 11 countries).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Ferrero products and sales-weighted mean nutrient profile of Ferrero products*

Figure 8.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Ferrero products*

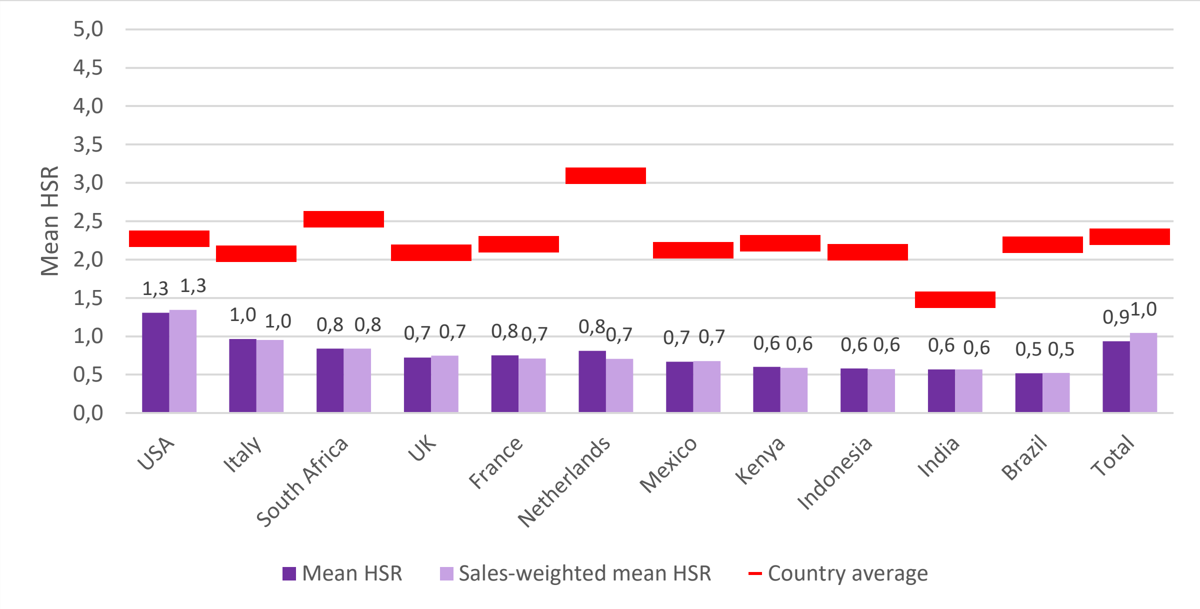
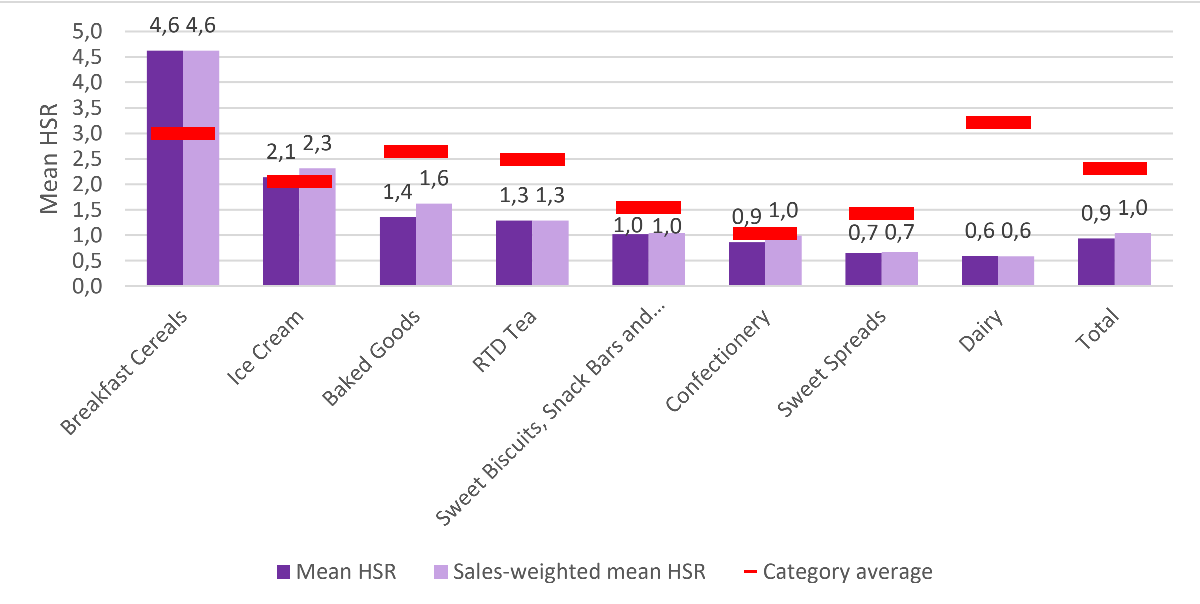


Figure 8.2 *Mean Health Star Rating by category for Ferrero products*



Ferrero had a very low overall mean HSR of 0.9 which increased slightly to 1.0 when results were weighted by sales (**Figure 8.1**). The USA had the highest mean HSR (1.3) and Brazil the lowest (0.5). In all countries and most categories, Ferrero scored lower than the mean HSR for all companies combined. 'Breakfast Cereals' had the highest mean HSR (4.6) and 'Dairy' the lowest (0.6). The 'Dairy' category consisted solely of chocolate-based dairy snacks, resulting in its low mean HSR for Ferrero.

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Ferrero products considered "healthier" and sales-weighted proportion of Ferrero products considered "healthier"*

Figure 8.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Ferrero*

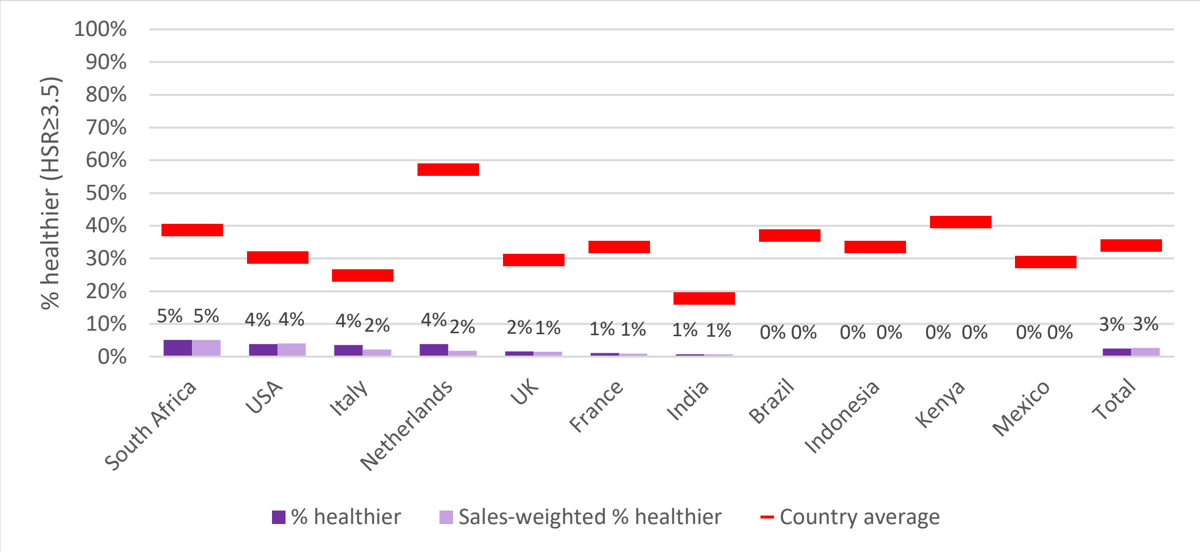
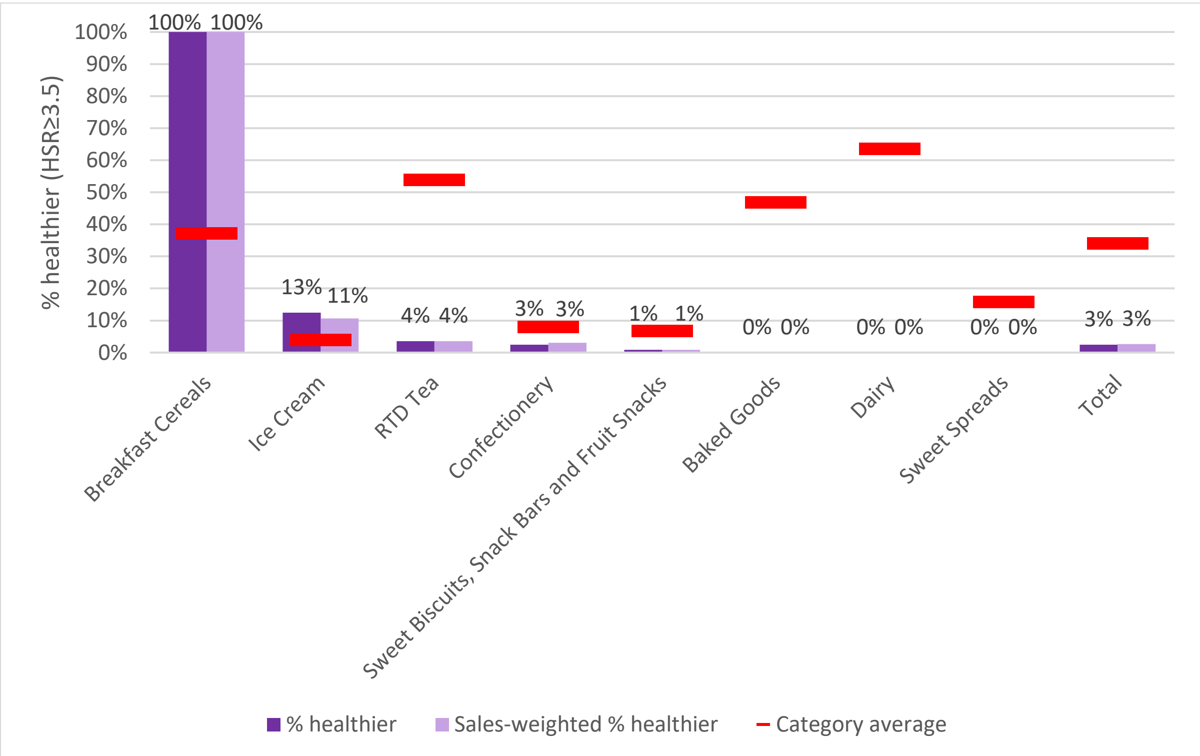


Figure 8.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Ferrero*



A very low proportion of Ferrero products (3%) were considered "healthier" before and after sales-weighting was applied. All countries were below the average for all companies (**Figure 8.3**). Although 100% of 'Breakfast Cereals' were considered healthier using this metric, this category represented a small proportion of sales and so did not improve the overall result (**Figure 8.4**).

ANALYSIS 5 and 6: *Country and company rankings based upon proportion of Ferrero products meeting WHO criteria*

Zero Ferrero products across all 11 countries were eligible for marketing to children under the WHO criteria.

ANALYSIS 7: *Country and company results for Ferrero using Nutri-Score*

Figure 8.5 *Proportions of Ferrero products meeting each color/letter rating under Nutri-Score – by Country*

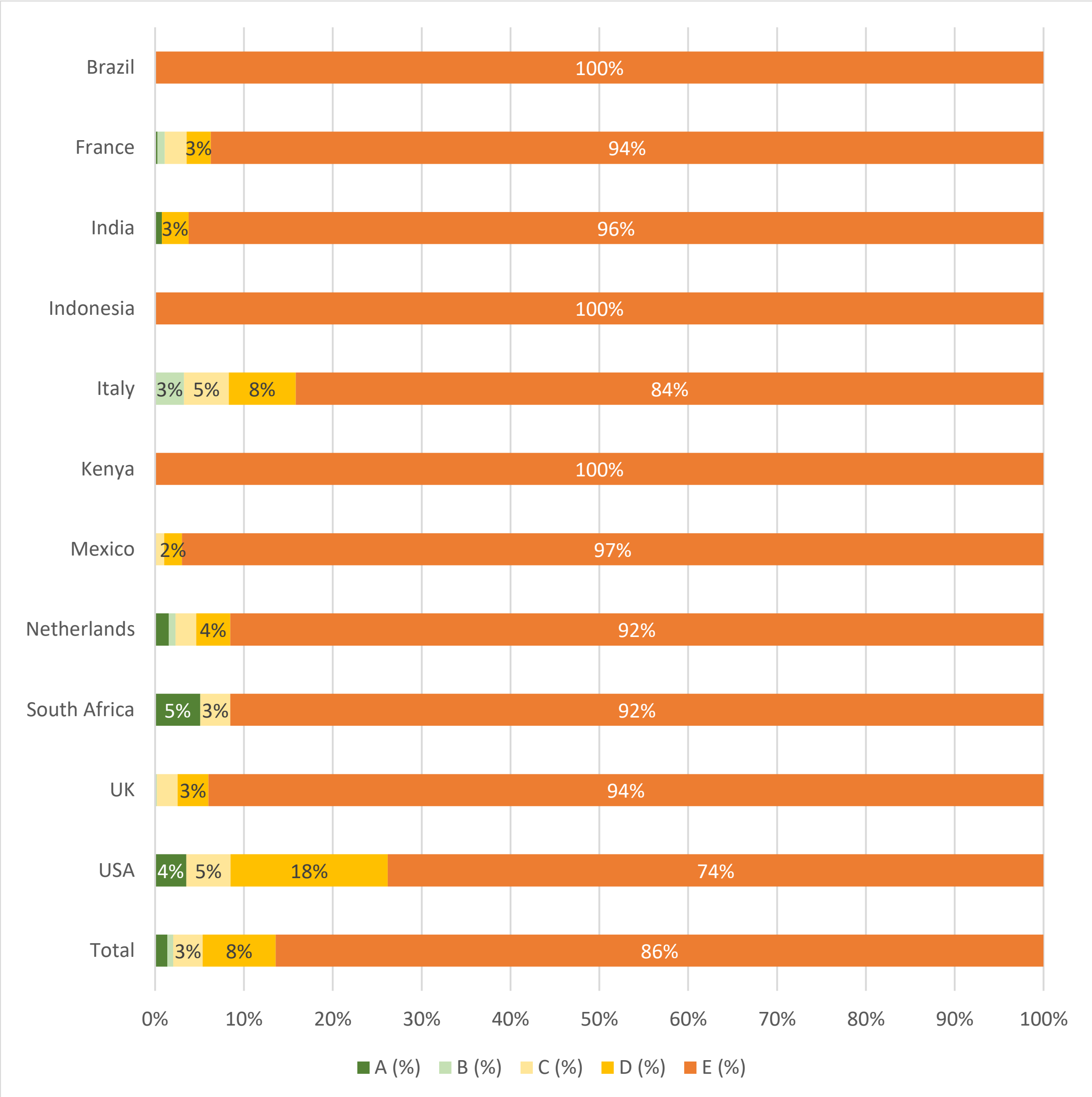
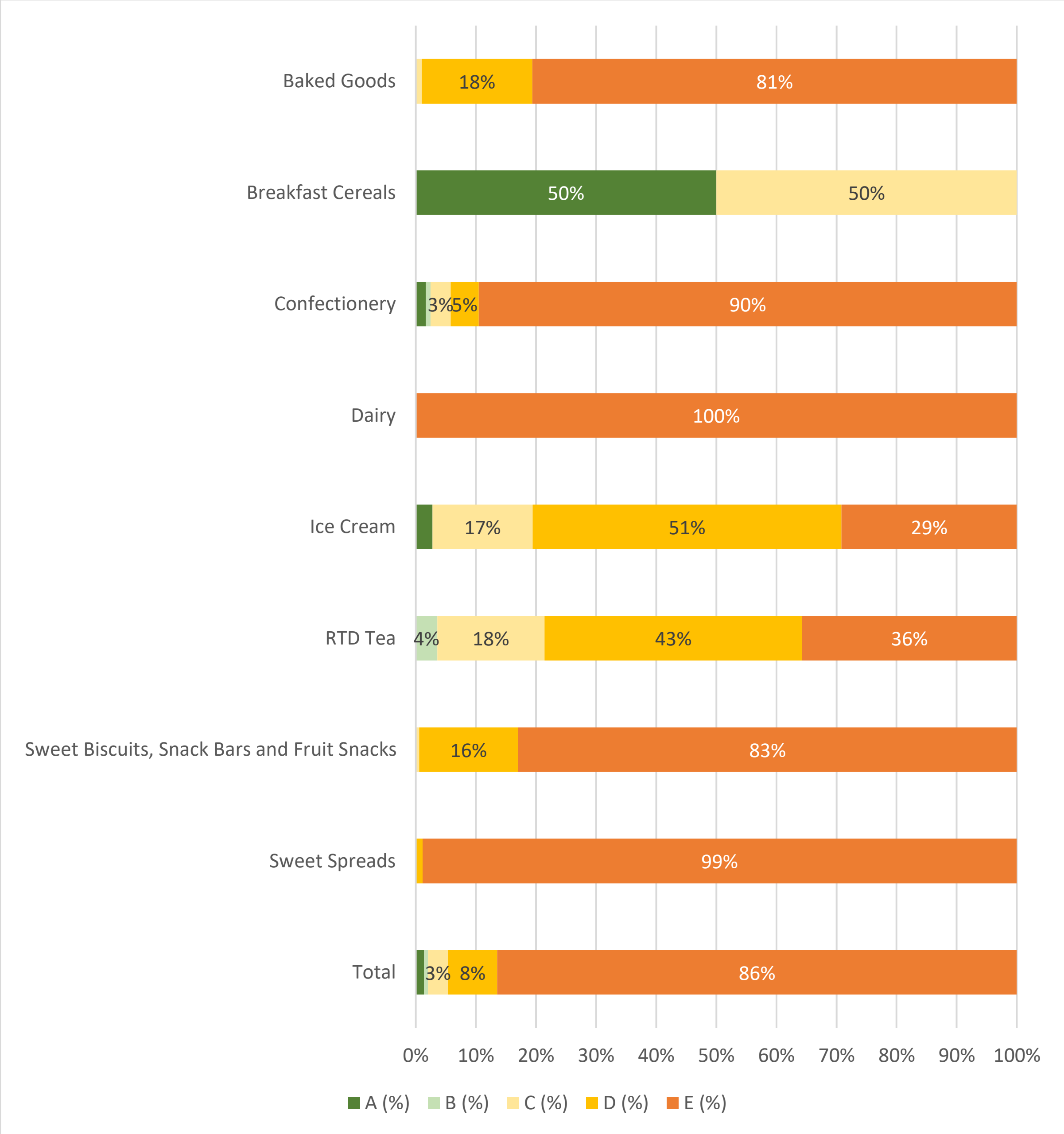


***Figure 8.6** Proportions of Ferrero products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 86% of Ferrero products received the lowest rating (E; dark orange) under Nutri-Score (**Figure 8.5**). Only 1% of products received the highest rating (A-dark green), and 1% receiving the second highest rating (B-light green). Results varied between both countries and categories. Only 5 of the 11 countries had any 'A' products. 'Confectionery', the category representing the most sales, had 90% of products receiving a rating of 'E' (**Figure 8.6**).

More specific results broken down by company and country for Ferrero can be seen in Appendix A.

COMPANY 9: FLORA FG

Products included

There were 203 identified products manufactured by Flora FG in 10 countries. There was sufficient nutrient information for 202 products to generate a Health Star Rating and Nutri-Score rating, and for 203 to generate results for the WHO analysis **Table 9.1** shows the breakdown of products in each category by country.

Table 9.1 *Number of Flora FG products by country in each Euromonitor subset*

	Dairy	Plant-based Dairy	Sweet Spreads	Total	% sales*
Brazil	4	0	0	4	**100%**
France	13	11	0	24	**85%**
Indonesia	6	0	0	6	**100%**
Kenya	4	0	2	6	**100%**
Mexico	15	9	0	24	**100%**
Netherlands	37	11	0	48	**100%**
Pakistan	5	0	0	5	**99%**
Tanzania	2	0	0	2	**100%**
UK	26	12	0	38	**100%**
USA	26	20	0	46	**100%**
Total	**138**	**63**	**4**	**203**	**98%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in this analysis represented 45% of Flora FG global food and beverage sales in 2022. Of the 10 countries included, the USA represented the highest proportion revenue, with 40%, and Pakistan the lowest with <1%. Within each country, the included categories represented between 85% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the 3 product categories included in analysis, ‘Dairy’ represented the highest proportion of sales and the largest number of products.

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Flora FG products and sales-weighted mean nutrient profile of Flora FG products*

Figure 9.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Flora FG products*

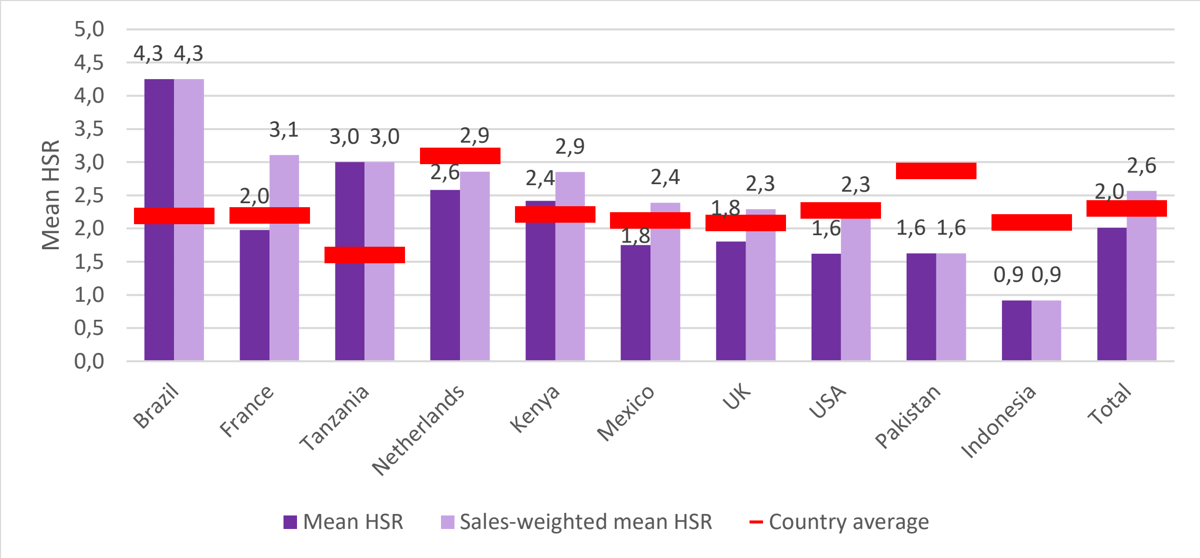
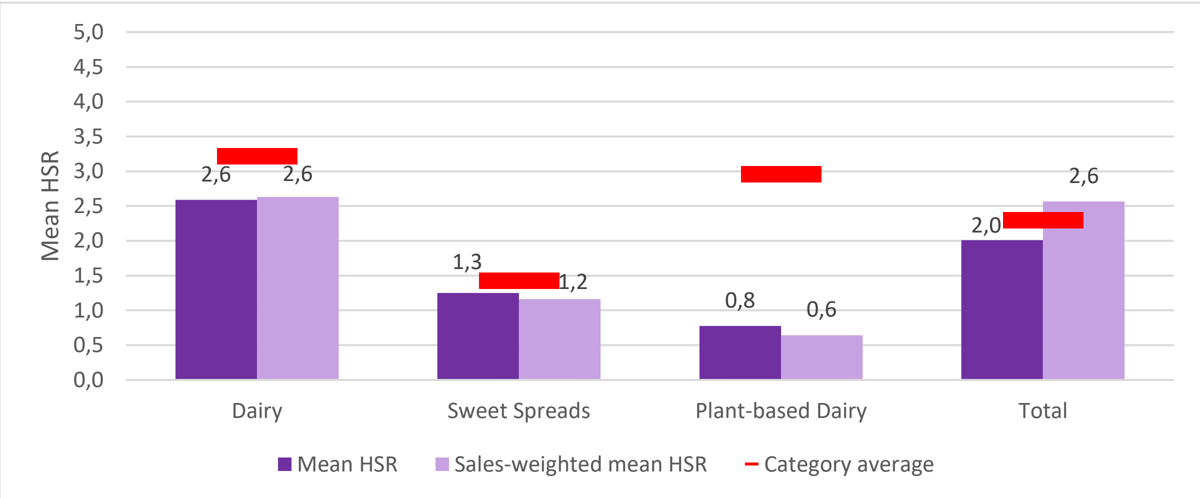


Figure 9.2 *Mean Health Star Rating by category for Flora FG products*



Flora FG had an overall mean HSR of 2.0 which increased to 2.6 when results were weighted by sales (**Figure 9.1**). Out of the 10 countries included in Flora FG's analysis, Brazil had the highest mean HSR both before and after results were weighted by sales (4.3), with Indonesia the lowest mean HSR (0.9). 'Dairy' was the category with the highest sales-weighted mean HSR (2.6), with 'Plant-based Dairy' the lowest (0.6; **Figure 9.2**).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Flora FG products considered "healthier" and sales-weighted proportion of Flora FG products considered "healthier"*

***Figure 9.3** Proportion of products considered "healthier" using the Health Star Rating by country for Flora FG*

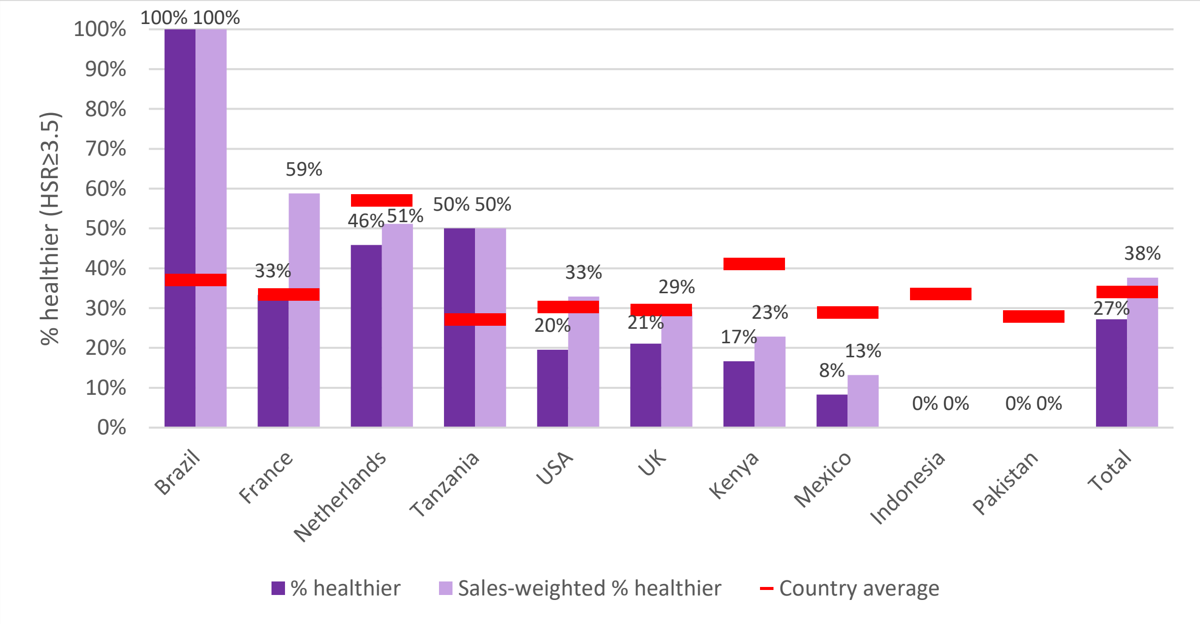
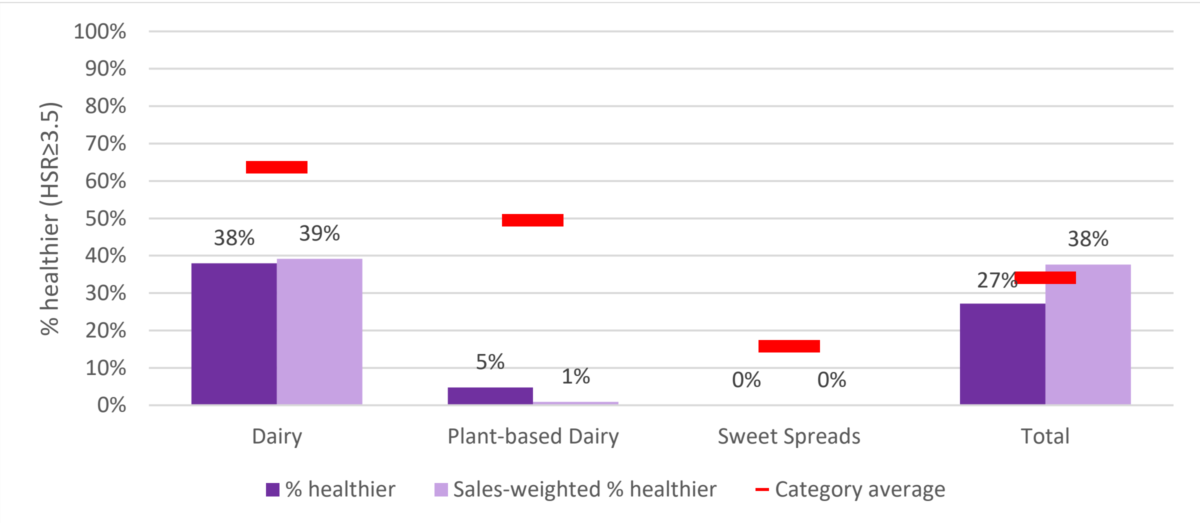


***Figure 9.4** Proportion of products considered "healthier" using the Health Star Rating by category for Flora FG*



Overall, Flora FG had 27% of products with an HSR of 3.5 or greater, which increased to 38% when results were weighted by sales (**Figure 9.3**) indicating that healthier products drove product sales. Similar country rankings were observed to the overall mean HSR analysis, with Brazil ranked first having 100% of products considered healthier. When examining results by category (**Figure 9.4**), 'Dairy' had the highest sales-weighted proportion of products receiving an HSR of ≥3.5 (39%). Zero products in the 'Sweet Spreads' category received an HSR of 3.5 or greater.

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Flora FG products meeting WHO criteria*

Figure 9.5 *Proportions of Flora FG products meeting WHO criteria for marketing to children – by Country*

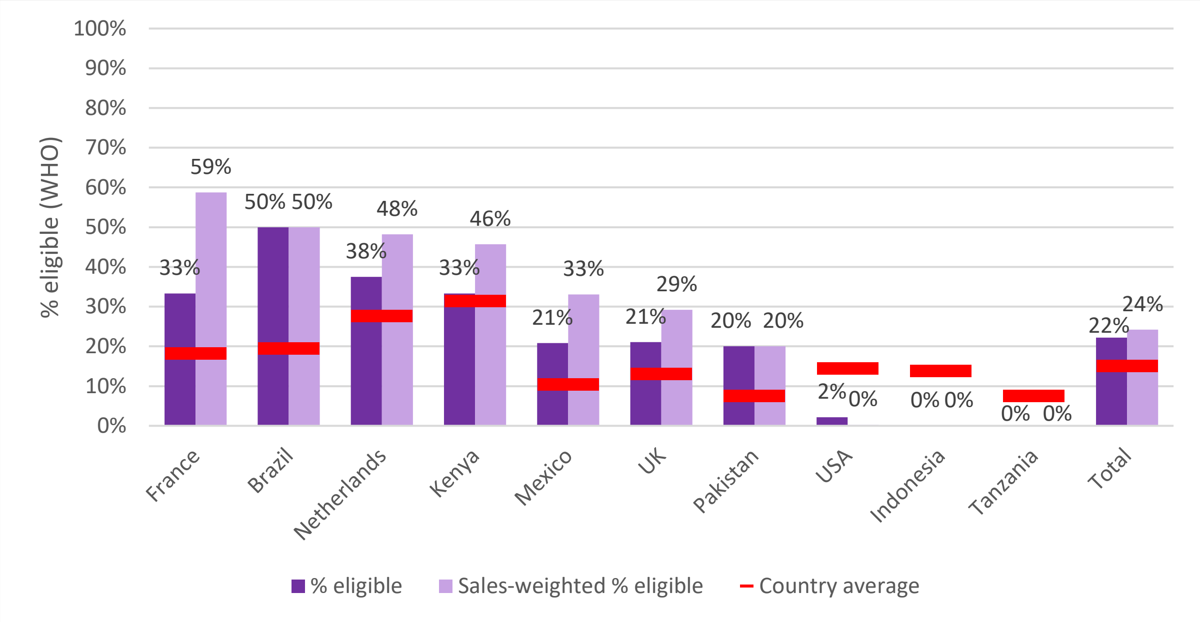
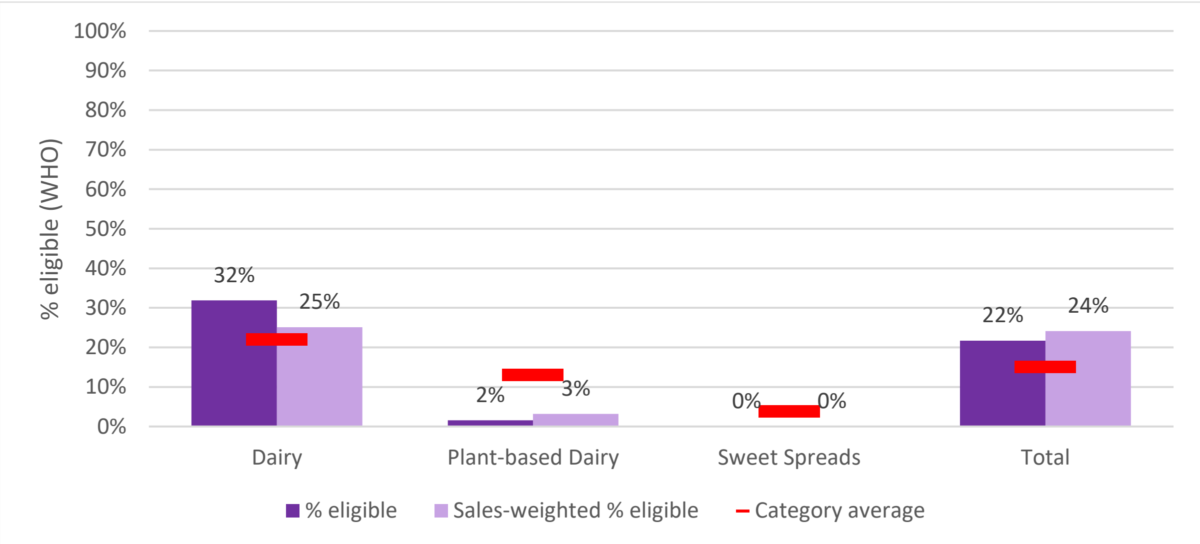


Figure 9.6 *Proportions of Flora FG products meeting WHO criteria for marketing to children – by Category*



Overall 22% of Flora FG products were eligible for marketing to children (**Figure 9.5**), increasing slightly to 24% when results were weighted by sales. France ranked highest in terms of the proportion of products eligible for marketing to children after sales-weighting (59%), with Indonesia and Tanzania selling zero products that were eligible for marketing to children. 'Dairy' was the only category with products eligible under the WHO model (**Figure 9.6**).

ANALYSIS 7: *Country and company results for Flora FG using Nutri-Score*

Figure 9.7 *Proportions of Flora FG products meeting each color/letter rating under Nutri-Score – by Country*

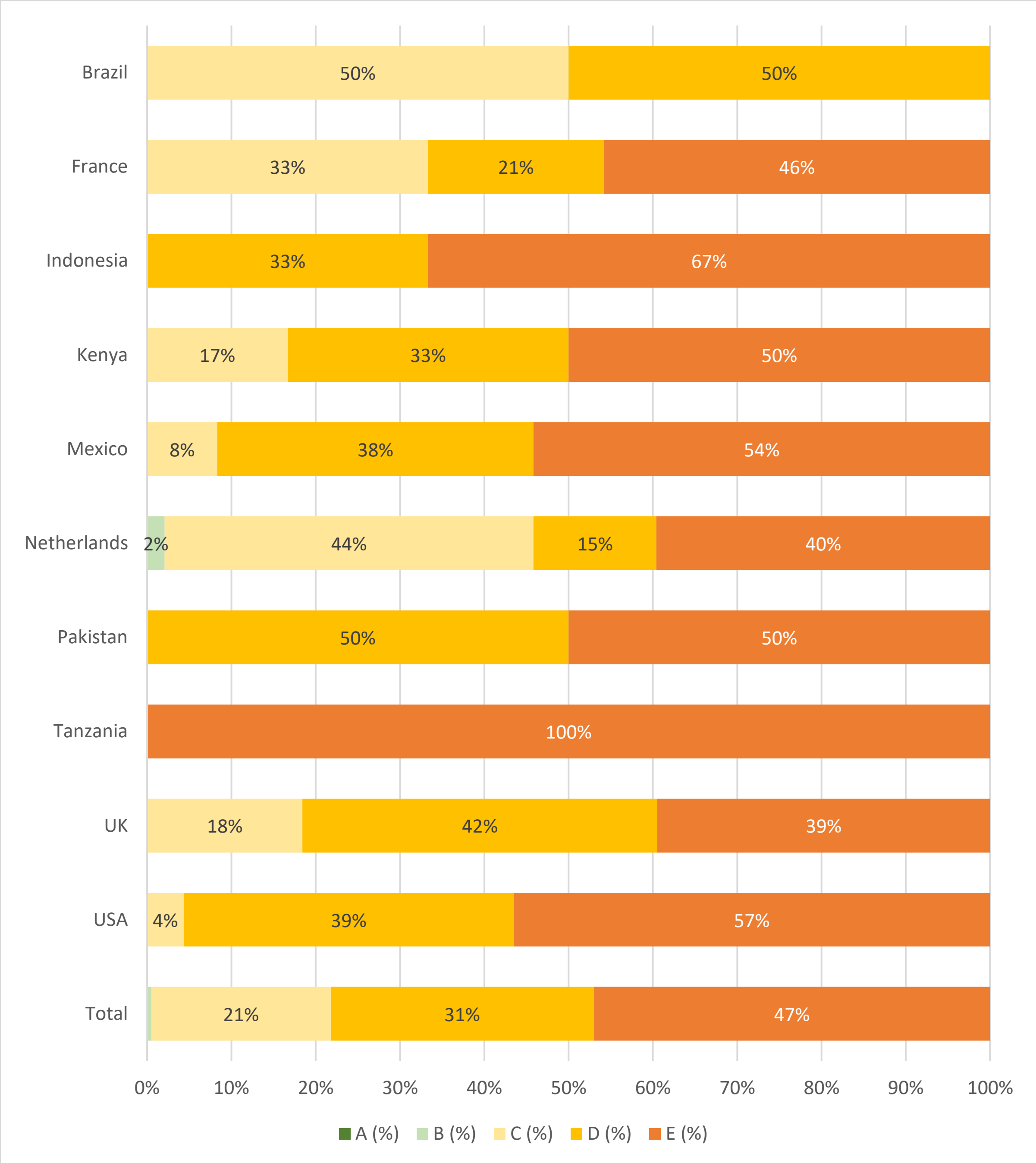
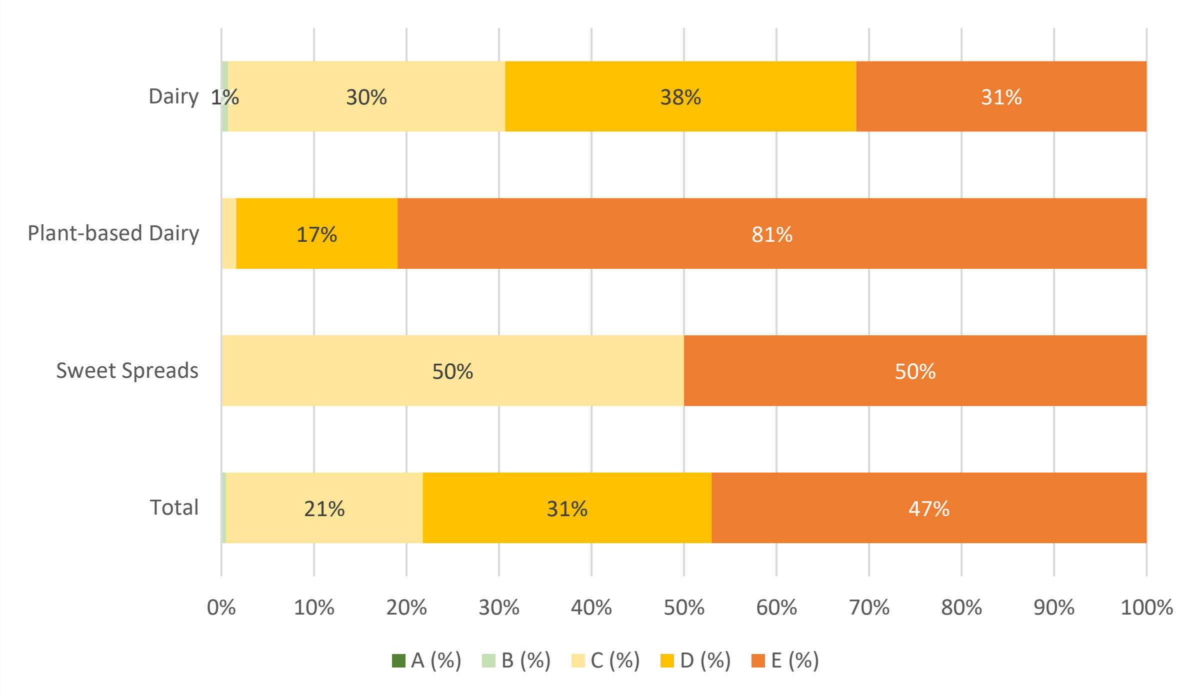


Figure 9.8 *Proportions of Flora FG products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 47% of Flora FG products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 31% of products received the second lowest rating (D; light orange) (**Figure 29.7**). Zero products received the highest rating (A-dark green), and <1% received the second highest rating (B-light green). Results varied between both countries and categories, however all countries and categories generally fared poorly under Nutri-Score (**Figure 9.8**). Indonesia and Tanzania had the highest proportion of products receiving a rating of 'E'.

More specific results broken down by company and country for Flora FG can be seen in Appendix A.

COMPANY 10: FRIESLANDCAMPINA

Products included

There were 358 identified products manufactured by FrieslandCampina in 10 countries. There was sufficient nutrient information for all products to generate all ratings in the analysis. **Table 10.1** shows the breakdown of products in each category by country.

Table 10.1 *Number of FrieslandCampina products by country in each Euromonitor subset*

	Dairy	Meat and Seafood Substitutes	Total	% sales*
Ethiopia	7	0	**7**	**100%**
Ghana	7	0	**7**	**100%**
Indonesia	30	0	**30**	**100%**
Kenya	5	0	**5**	**100%**
Netherlands	179	18	**197**	**100%**
Nigeria	17	0	**17**	**100%**
Pakistan	14	0	**14**	**100%**
Philippines	28	0	**28**	**100%**
Thailand	16	0	**16**	**100%**
Vietnam	37	0	**37**	**100%**
Total	**340**	**18**	**358**	**100%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in this analysis represented 48% of FrieslandCampina's global food and beverage sales in 2022. Within each country, the included categories represented 100% of product sales, however it is unknown whether we have captured every product for sale in every country. 'Dairy' by far represented FrieslandCampina's largest category, with the majority of products and proportion of sales.

ANALYSIS 1 and 2: *Country rankings based upon mean nutrient profile of FrieslandCampina products and sales-weighted mean nutrient profile of FrieslandCampina products*

Figure 10.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for FrieslandCampina products*

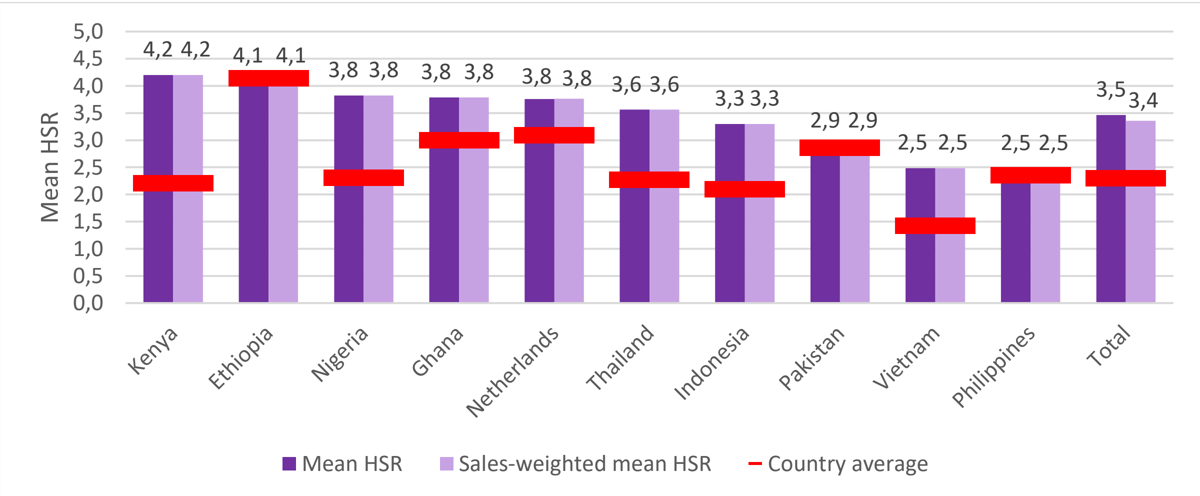
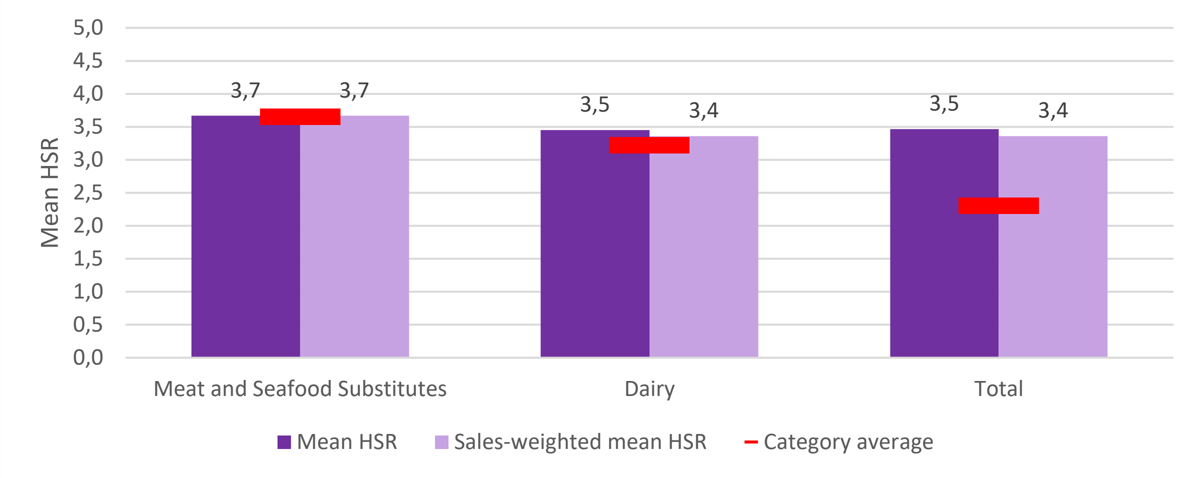


Figure 10.2 *Mean Health Star Rating and sales-weighted mean Health Star Rating by category for FrieslandCampina products*



FrieslandCampina had a relatively high overall mean HSR of 3.5 which decreased slightly to 3.4 when results were weighted by sales (**Figure 10.1**). Out of the 10 countries included in FrieslandCampina's analysis, Kenya had the highest mean HSR both before and after results were weighted by sales (4.2), followed by Ethiopia with an HSR of 4.1. The Philippines and Vietnam had the lowest mean HSR of 2.5. Although FrieslandCampina sells predominantly 'Dairy' products, the 'Meat and Seafood Substitutes' category had the highest mean HSR (3.7; **Figure 10.2**).

ANALYSIS 3 and 4: *Country rankings based upon proportion of FrieslandCampina products considered "healthier" and sales-weighted proportion of products considered "healthier"*

Figure 10.3 *Proportion of products considered "healthier" using the Health Star Rating by country for FrieslandCampina*

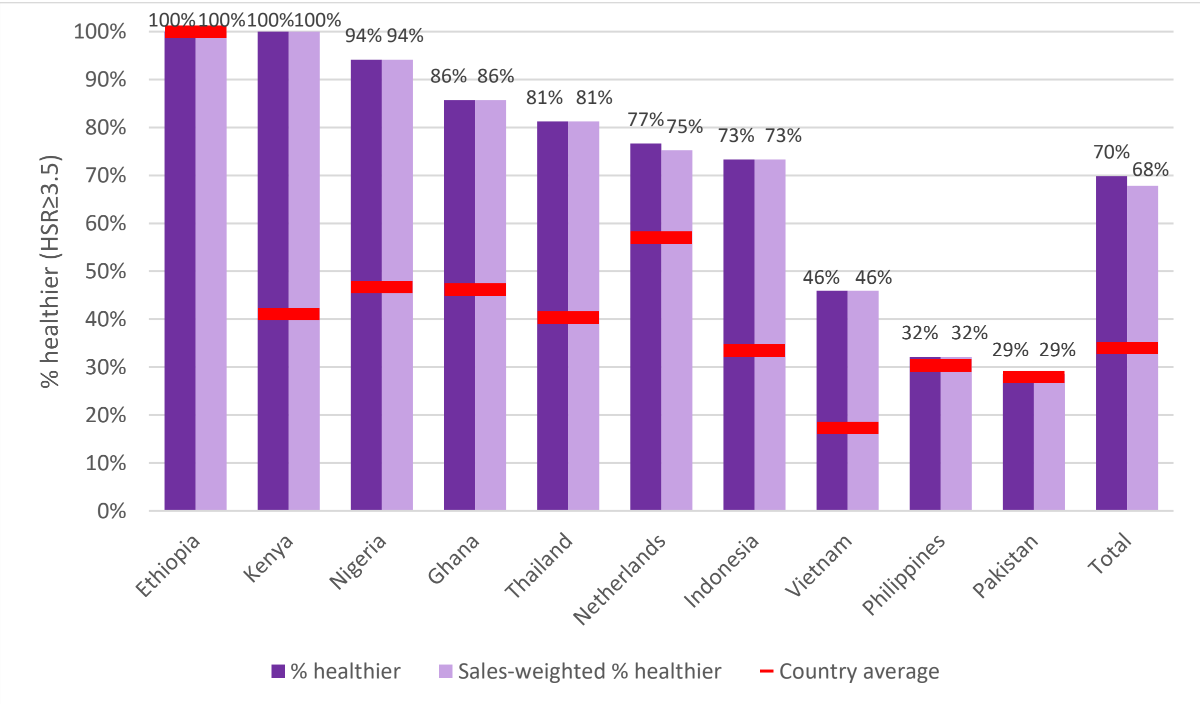
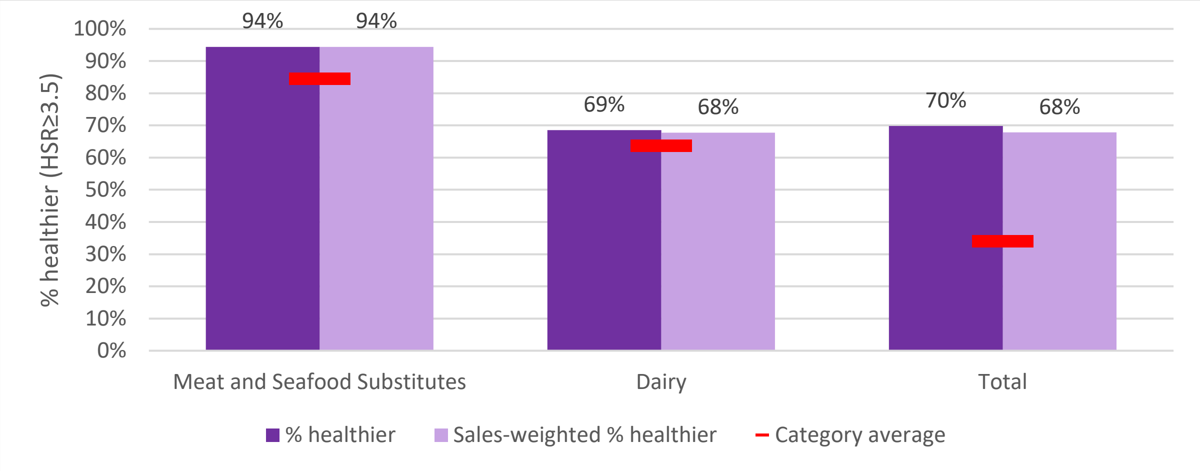


Figure 10.4 *Proportion of products considered "healthier" using the Health Star Rating by category for FrieslandCampina*



Overall, FrieslandCampina had a relatively high proportion of products across the 10 countries with an HSR of 3.5 or greater (70%), which decreased slightly to 68% when results were weighted by sales (**Figure 10.3**). 100% of products in Ethiopia and Kenya received an HSR of ≥3.5 followed by Nigeria with 94%. FrieslandCampina had slightly healthier 'Dairy' products (69%) than the average for all companies (64%) and had a very high proportion (94%) of 'Meat and Seafood Substitutes' products receiving ≥3.5 HSR (**Figure 10.4**).

ANALYSIS 5 and 6: *Country rankings based upon proportion of FrieslandCampina products meeting WHO criteria*

Figure 10.5 *Proportions of FrieslandCampina products meeting WHO criteria for marketing to children – by Country*

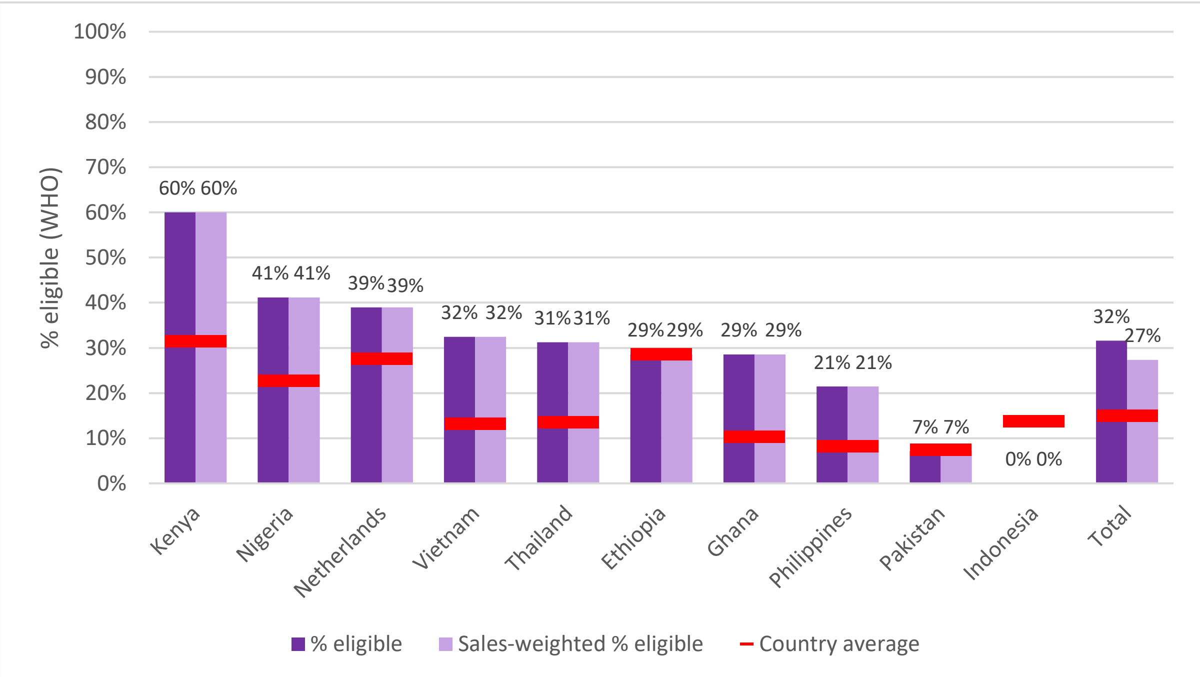
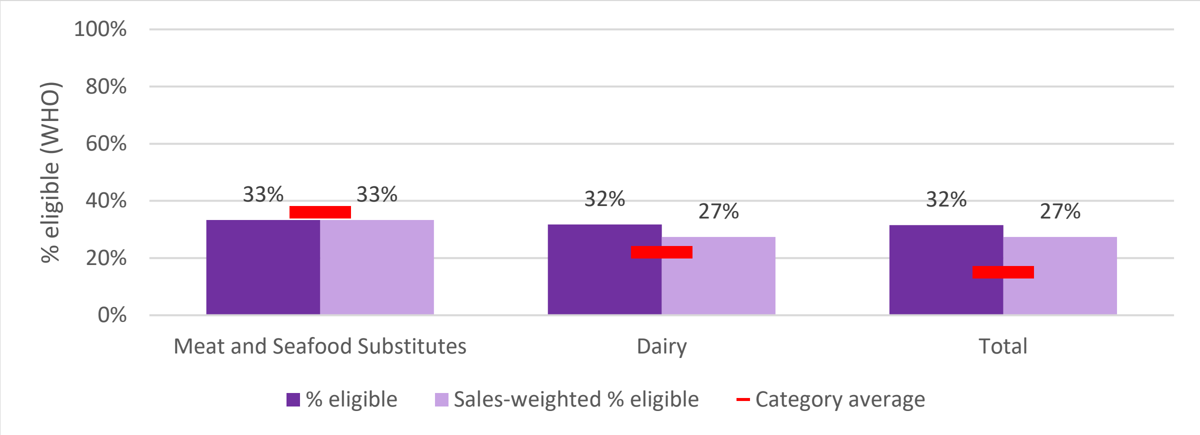


***Figure 10.6** Proportions of FrieslandCampina products meeting WHO criteria for marketing to children – by Category*



Results for FrieslandCampina did not look as favourable when using the WHO criteria compared to the HSR criteria, with only 32% of products eligible for marketing to children, decreasing further to 27% once sales weighting was applied. Kenya had the largest proportion of products eligible (60%) with Indonesia having 0% (**Figure 10.5**). Category results look similar to the HSR results, with 'Meat and Seafood Substitutes' category having the highest proportion eligible for marketing to children under the WHO criteria, and a higher proportion of 'Dairy' products than the average for all companies combined (**Figure 10.6**).

ANALYSIS 7: *Country and company results for FrieslandCampina using Nutri-Score*

***Figure 10.7** Proportions of FrieslandCampina products meeting each color/letter rating under Nutri-Score – by Country*

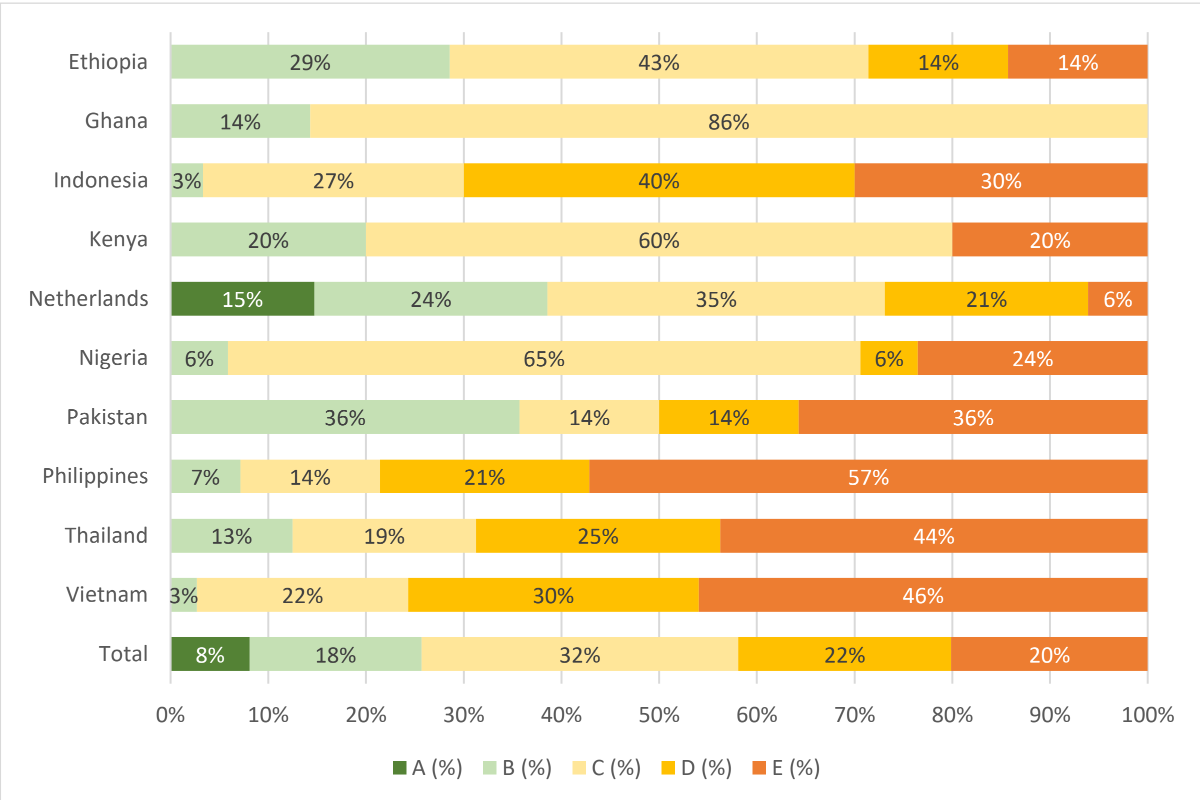
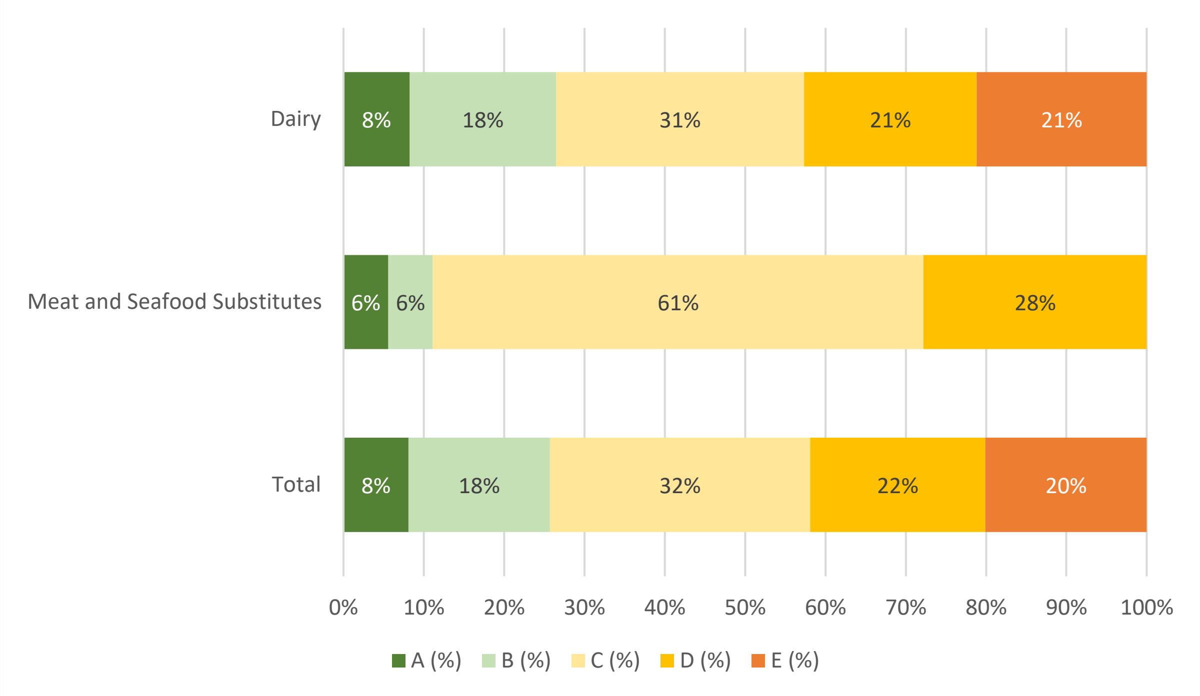


Figure 10.8 *Proportions of FrieslandCampina products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 20% of FrieslandCampina products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 22% of products received the second lowest rating (D; light orange) (**Figure 10.7**). Only 8% of products received the highest rating (A-dark green), and 18% received the second highest rating (B-light green). Results varied between both countries, with the Netherlands the only country receiving products with an 'A' rating and countries ranging from of 6-57% of products with an 'E' rating.

More specific results broken down by company and country for FrieslandCampina can be seen in **Appendix A.**

COMPANY 11: GENERAL MILLS

Products included

There were 4,187 identified products manufactured by General Mills in 10 countries. There was sufficient nutrient information for 4,144 products to generate a Health Star Rating, 4,186 to generate results for the WHO analysis and 4,142 to generate a Nutri-Score rating. **Table 11.1** shows the breakdown of products in each category by country.

Table 11.1 *Number of General Mills products by country in each Euromonitor subset*

	AU	BR	CN	IN	JP	MX	ZA	TH	UK	US	Total
Baked Goods	38	0	0	31	0	7	0	0	51	276	**403**
Breakfast Cereals	0	0	0	0	0	0	0	0	0	231	**231**
Dairy	21	0	0	0	0	0	0	0	0	1,369	**1,390**
Ice Cream	0	18	26	0	306	19	0	27	84	0	**480**
Ready Meals	99	0	9	0	0	0	5	0	54	736	**903**
Rice, Pasta and Noodles	7	0	0	0	0	0	0	0	0	0	**7**
Sauces, Dips and Condiments	51	49	0	0	0	0	0	0	47	0	**147**
Savoury Snacks	0	139	0	0	0	0	0	0	0	0	**139**
Soup	0	11	0	0	0	0	0	0	0	0	**11**
Sweet Biscuits	0	0	0	0	0	56	23	6	83	302	**470**
Sweet Spreads	0	0	0	6	0	0	0	0	0	0	**6**
Total	**216**	**217**	**35**	**37**	**306**	**82**	**28**	**33**	**319**	**2,914**	**4,187**
% sales*	**98%**	**99%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**69%**	**74%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in this analysis represented 86% of General Mills' global food and beverage sales in 2022. Of these 10 countries, the USA by far represented the highest proportion of revenue (82%) and South Africa and Thailand the lowest revenue with <1%. Within each country, the included categories represented between 69% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the 12 product categories that are covered in this analysis, 'Breakfast Cereals' represented the highest proportion of sales (28%), and 'Dairy' the largest number of products.

<u>ANALYSIS 1 and 2:</u> *Country and category rankings based upon mean nutrient profile of General Mills products and sales-weighted mean nutrient profile of General Mills products*

Figure 11.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for General Mills products*

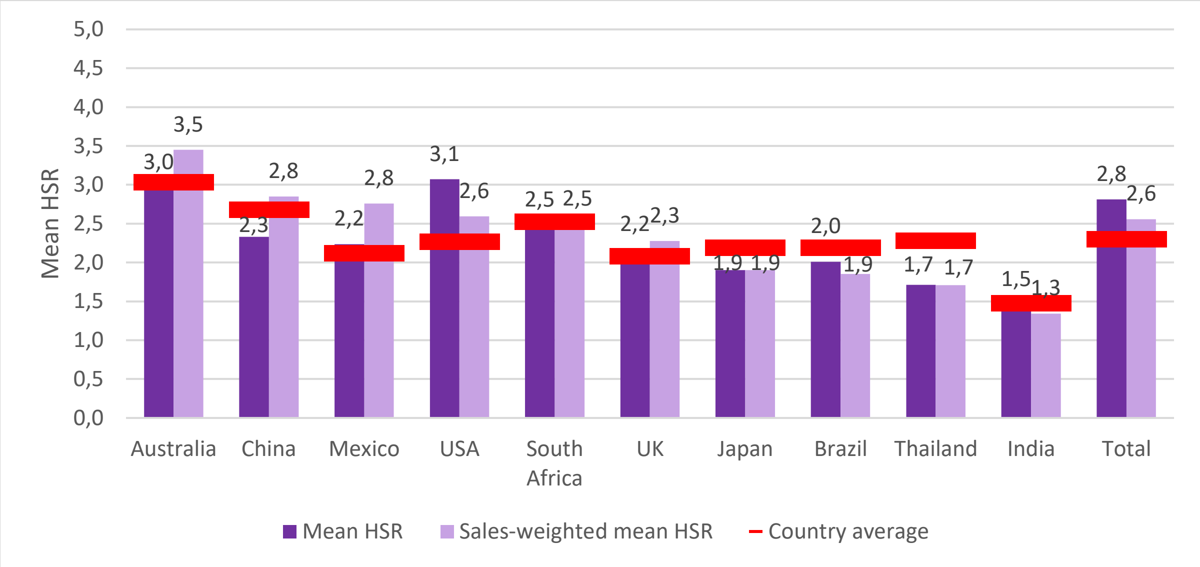
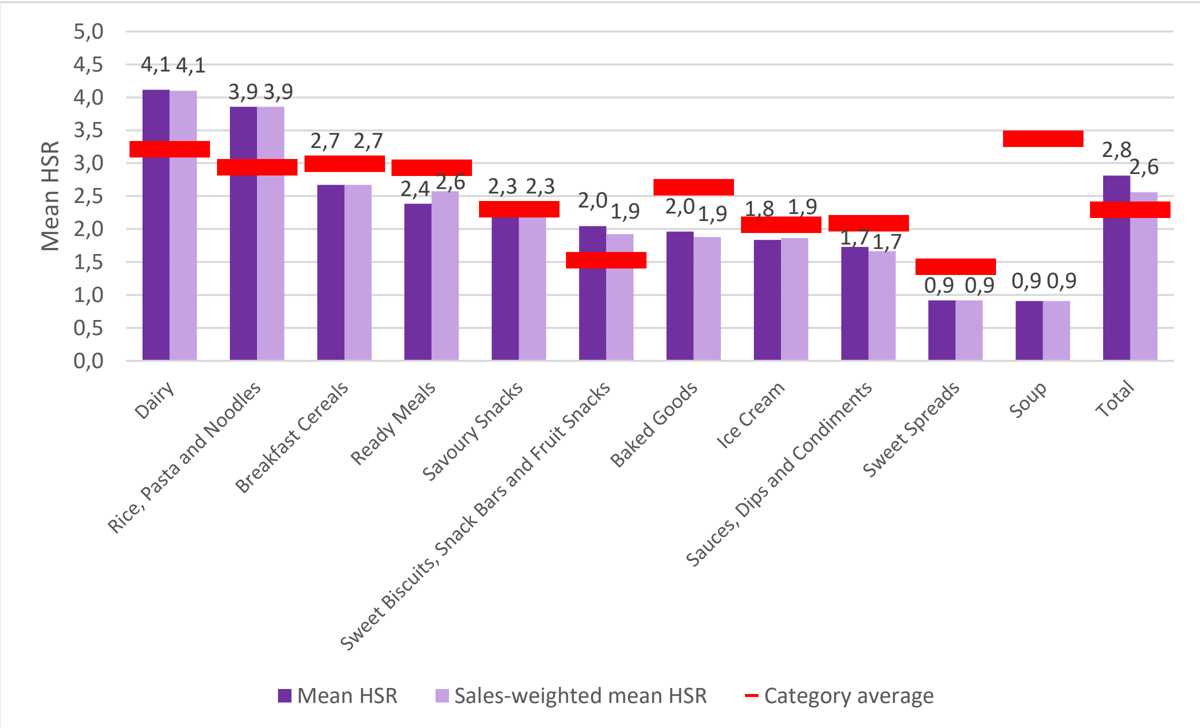


Figure 11.2 *Mean Health Star Rating by category for General Mills products*



General Mills had an overall mean HSR of 2.8 which decreased slightly to 2.6 when results were weighted by sales (**Figure 11.1**). Out of the 10 countries included in analysis, Australia had the highest sales-weighted mean HSR (3.5), followed by China (2.8). India had the lowest sales-weighted mean HSR overall (1.3). When results were examined by category (**Figure 11.2**), the highest sales-weighted mean HSR was seen in 'Dairy' (4.1). and the lowest in 'Soup' and 'Sweet Spreads' (0.9).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of General Mills products considered "healthier" and sales-weighted proportion of General Mills products considered "healthier"*

Figure 11.3 *Proportion of products considered "healthier" using the Health Star Rating by country for General Mills*

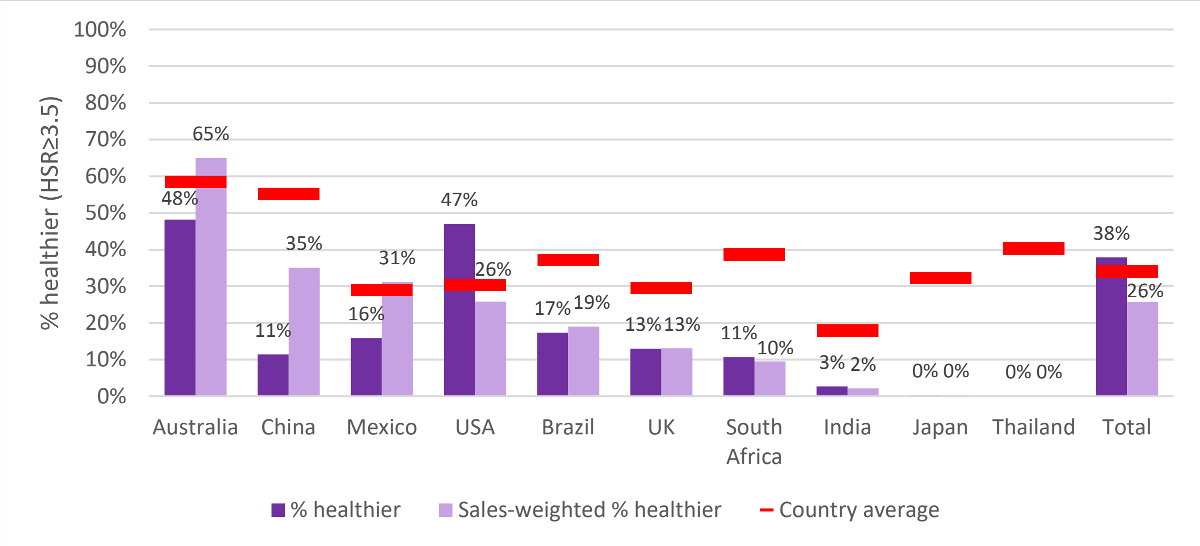
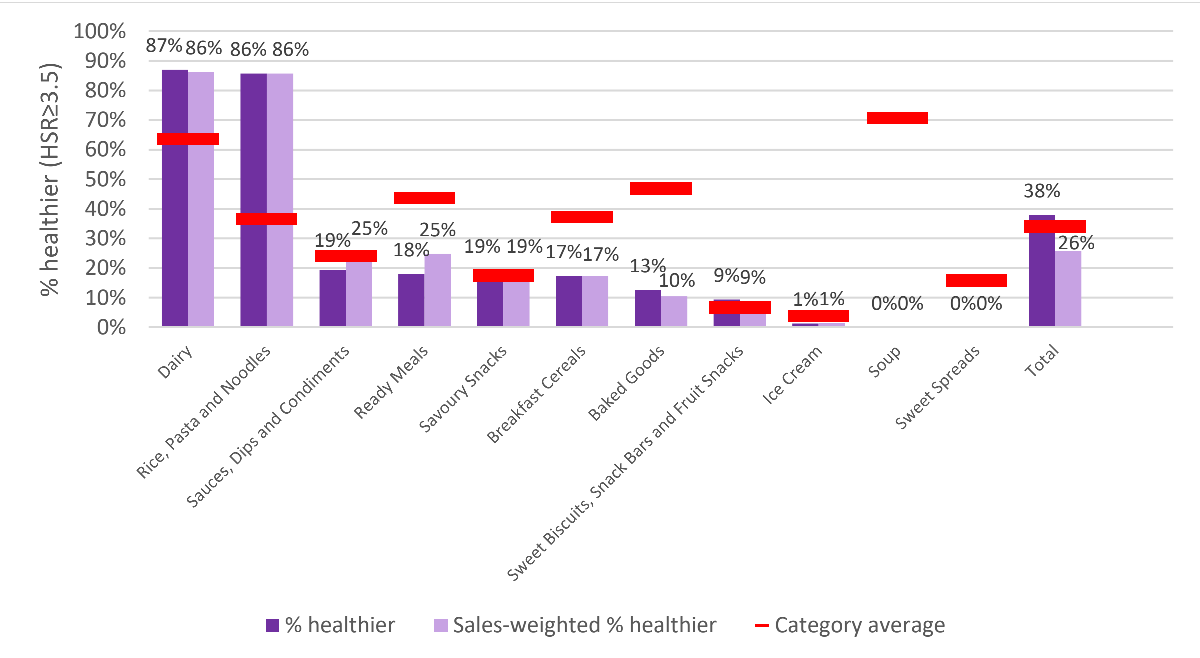


Figure 11.4 *Proportion of products considered "healthier" using the Health Star Rating by category for General Mills*



Overall, General Mills had 38% of products with an HSR of 3.5 or more, which decreased to 26% after sales-weighting (**Figure 11.3**) illustrating that products of lower nutritional quality contributed slightly more to sales than those of higher nutritional quality. Australia had both the highest mean HSR and highest sales-weighted proportion of products receiving HSR ≥3.5 (65%). Japan and Thailand had 0% of products receiving ≥3.5 HSR. Both the 'Dairy' and 'Rice, Pasta and Noodles' category fared well under this metric. Like with the HSR results, 'Soup' and 'Sweet Spreads' had the lowest proportion (0%) of healthier products (**Figure 11.4**).

<u>ANALYSIS 5 and 6:</u> *Country and company rankings based upon proportion of General Mills products meeting WHO criteria*

Figure 11.5 *Proportions of General Mills products meeting WHO criteria for marketing to children – by Country*

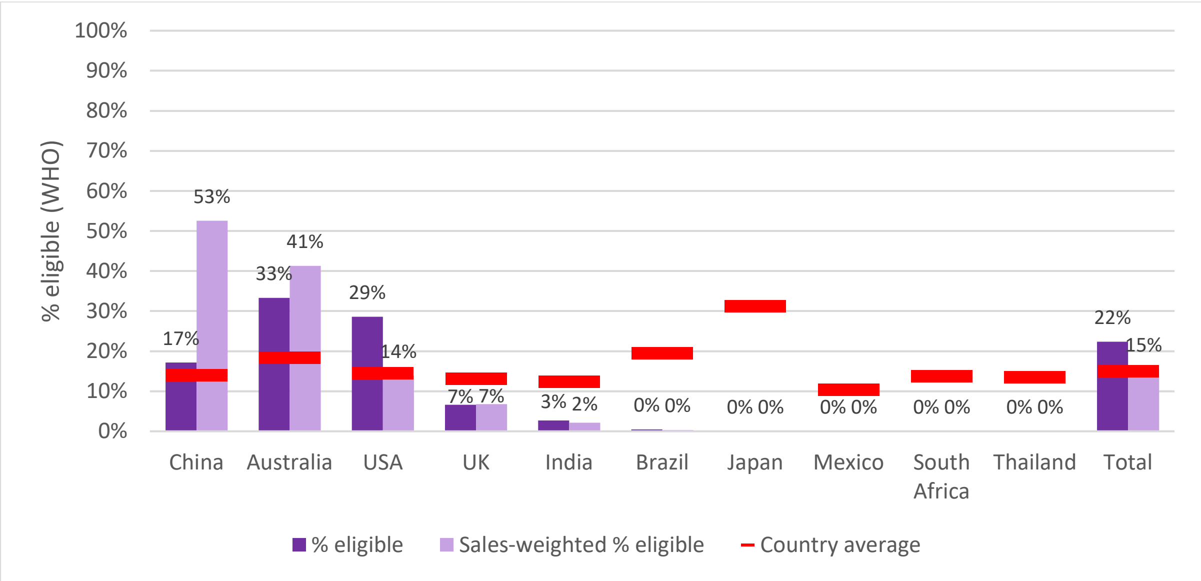
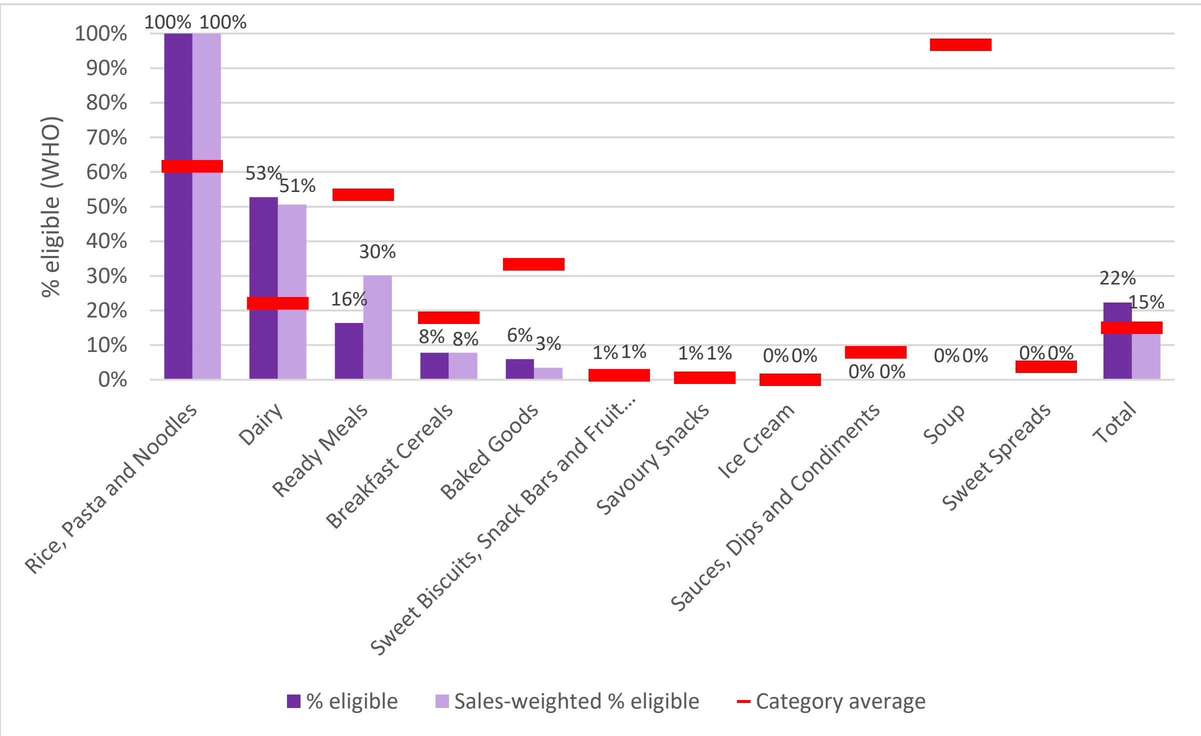


Figure 11.6 *Proportions of General Mills products meeting WHO criteria for marketing to children – by Category*



Overall 22% of General Mills products were eligible for marketing to children (**Figure 11.5**), decreasing to 15% when results were weighted by sales. China had the highest sales-weighted proportion of products eligible for marketing to children (53%) with 5 countries selling zero products that were eligible for marketing to children. Four categories also had zero products eligible (**Figure 11.6**).

ANALYSIS 7: *Country and company results for General Mills using Nutri-Score*

Figure 11.7 *Proportions of General Mills products meeting each color/letter rating under Nutri-Score – by Country*

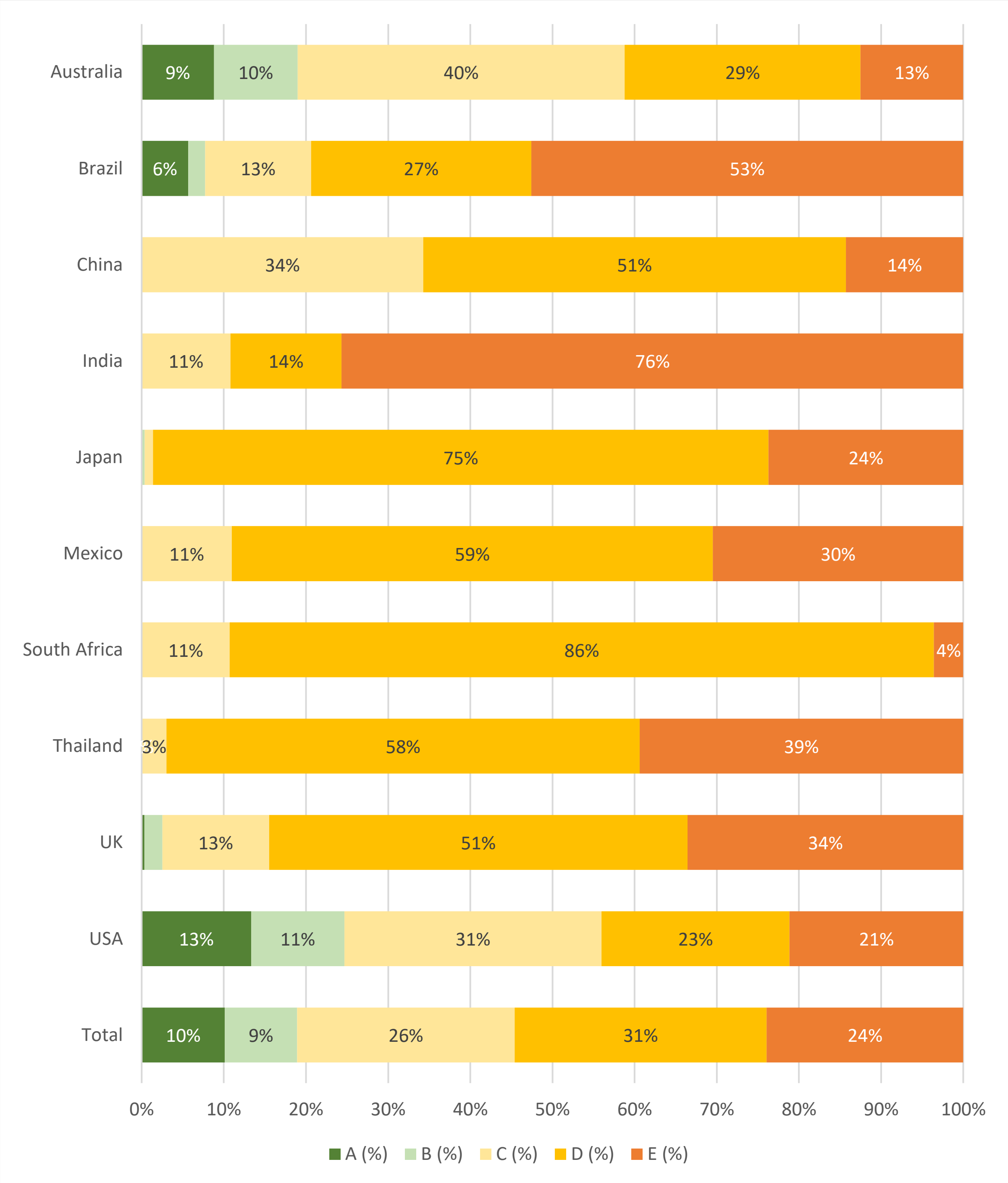
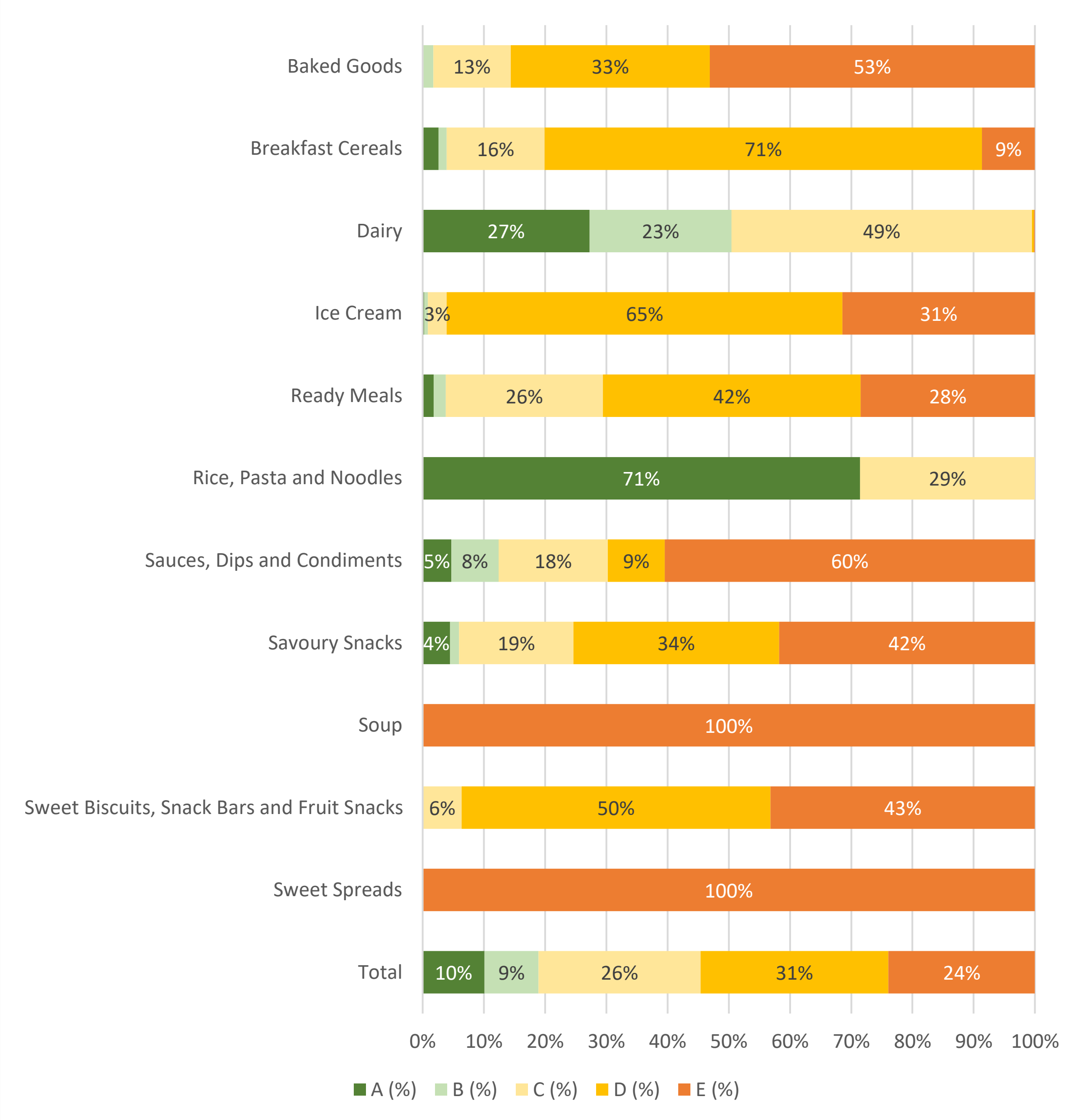


Figure 11.8 *Proportions of General Mills products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 24% of General Mills products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 31% of products received the second lowest rating (D; light orange). Only 10% of products received the highest rating (A-dark green), and 9% receiving the second highest rating (B-light green). Results varied between both countries and categories. Only 4 of the 10 countries had any 'A' products, (**Figure 11.7**). 'Soup' and 'Sweet Spreads' had 100% of products receiving a rating of 'E' (**Figure 11.8**).

More specific results broken down by company and country for General Mills can be seen in Appendix A.

COMPANY 12: GRUPO BIMBO

Products included

There were 2,092 identified products manufactured by Grupo Bimbo in seven countries. There was sufficient nutrient information for 1,715 products to generate a result under all three Nutrient Profile Models. **Table 12.1** shows the breakdown of products in each category by country.

Table 12.1 *Number of Grupo Bimbo products by country in each Euromonitor subset*

	Baked Goods	Savoury Snacks	Sweet Biscuits	Total	% sales*
Brazil	106	0	0	**106**	**100%**
Canada	265	9	0	**274**	**100%**
China	147	0	0	**147**	**100%**
India	167	0	0	**167**	**100%**
Mexico	753	80	30	**863**	**100%**
UK	36	0	0	**36**	**100%**
USA	484	15	0	**499**	**100%**
Total	**1,958**	**104**	**30**	**2092**	**100%**

* Note that this value indicates % sales from included categories for each country.

The seven countries used in this analysis represented 86% of Grupo Bimbo's global food and beverage sales in 2022. The USA and Mexico represented Grupo Bimbo's main markets, (47% and 38%, respectively) and India the lowest (<1%). Within each country, the included categories represented 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the three product categories included in analysis, 'Baked Goods' represented the largest number of products and the highest proportion of sales (82%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Grupo Bimbo products and sales-weighted mean nutrient profile of Grupo Bimbo products*

Figure 12.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Grupo Bimbo products*

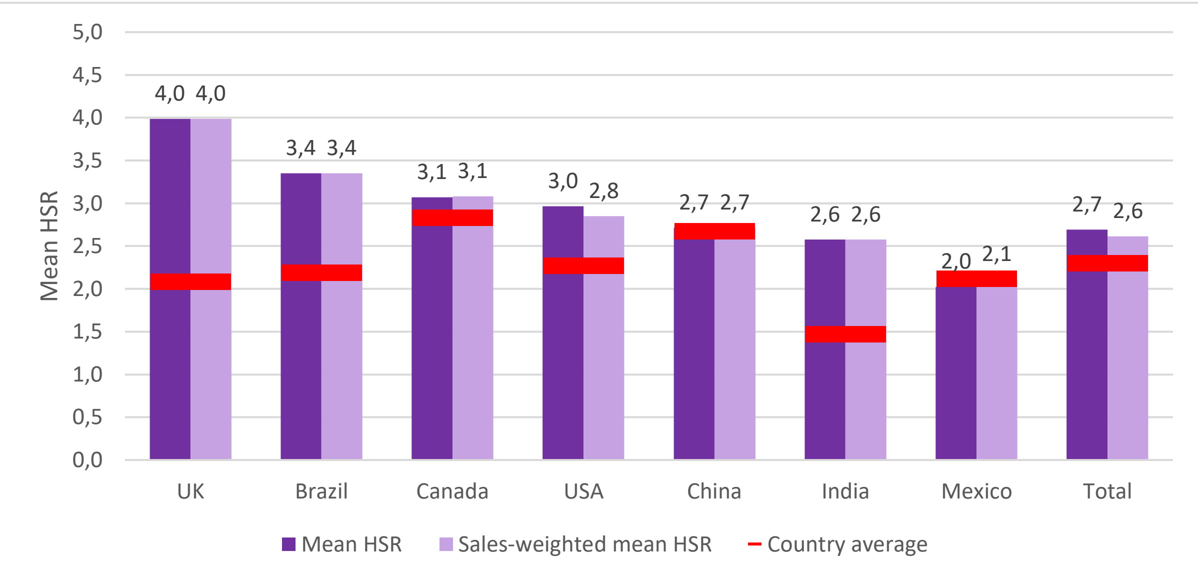
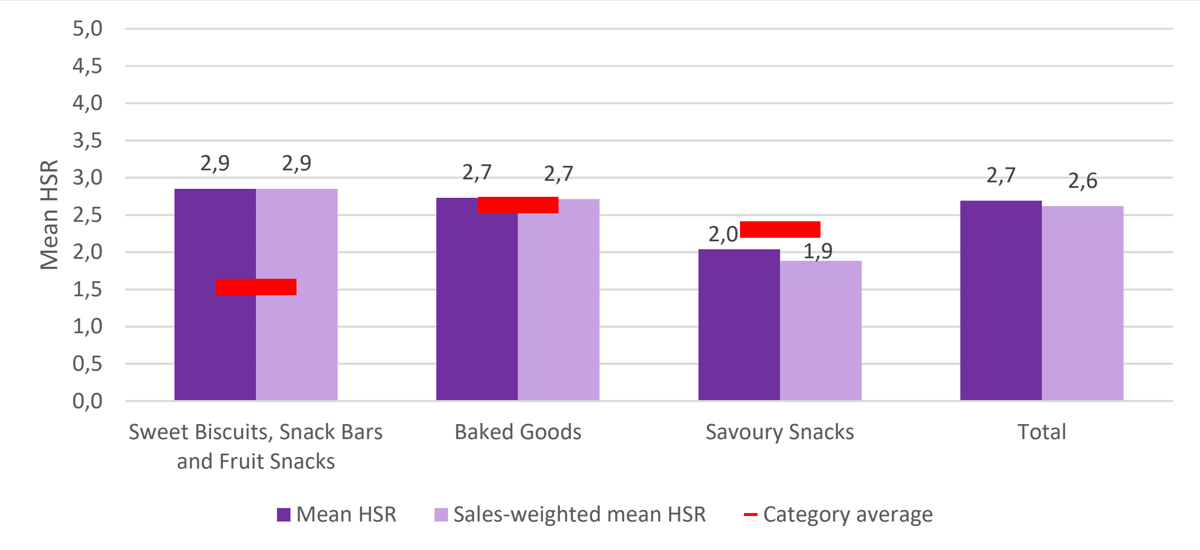


Figure 12.2 *Mean Health Star Rating by category for Grupo Bimbo products*



Grupo Bimbo had an overall mean HSR of 2.7 which decreased slightly to 2.6 when results were weighted by sales (**Figure 12.1**). Out of the seven countries included in Grupo Bimbo's analysis, the UK had the highest mean HSR both before and after results were weighted by sales (4.0), followed by Brazil with an HSR of 3.4. Mexico had the lowest sales-weighted mean HSR overall (2.1). 'Baked Goods' were available in every country included in analysis, with this category driving the overall mean HSR of 2.7 – **Figure 12.2**). 'Savoury Snacks' had the lowest sales-weighted mean HSR of all categories examined (1.9).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Grupo Bimbo products considered "healthier" and sales-weighted proportion of Grupo Bimbo products considered "healthier"*

Figure 12.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Grupo Bimbo*

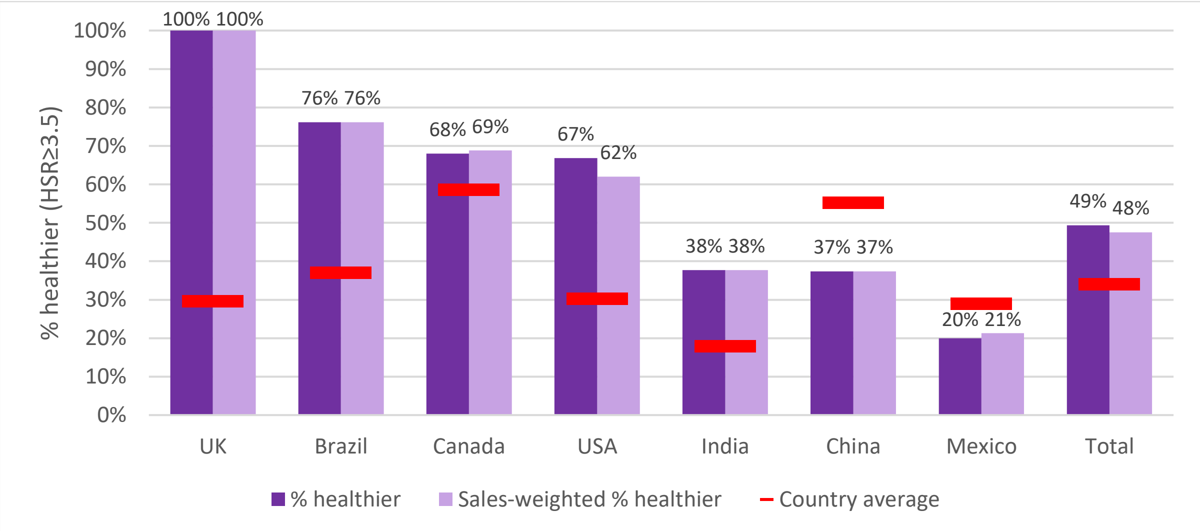
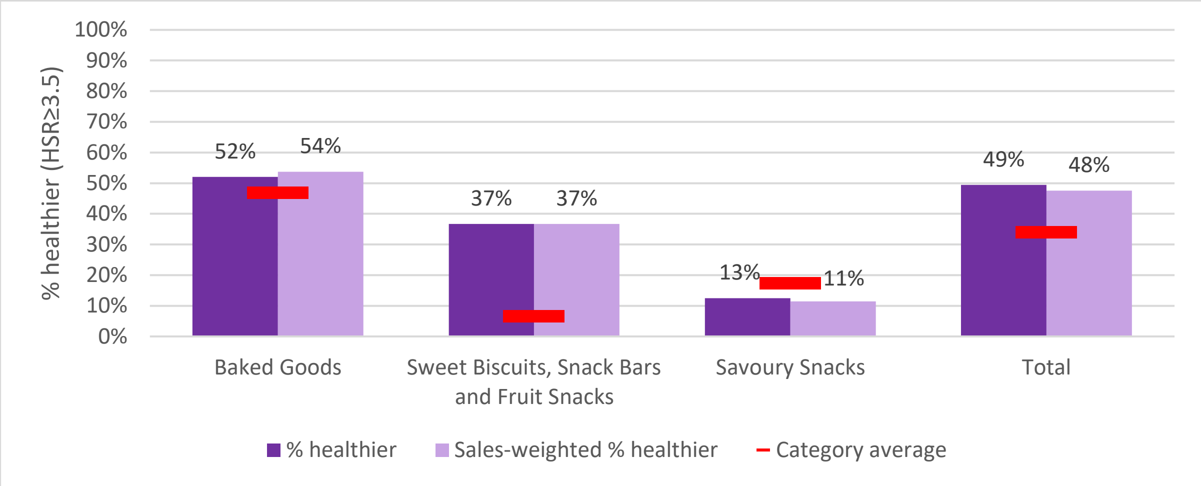


Figure 12.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Grupo Bimbo*



Overall, Grupo Bimbo had 49% of products across all seven countries with an HSR of 3.5 or greater, which decreased slightly to 48% when results were weighted by sales (**Figure 12.3**). The UK had both the highest mean HSR of all countries as well as the highest proportion of products receiving an HSR of 3.5 or more (100%). Mexico had the lowest sales-weighted proportion of products receiving an HSR of ≥3.5 (21%). 'Baked Goods' had the highest proportion of products receiving an HSR of ≥3.5, likely driven by Grupo Bimbo's plain bread-based products within this category (**Figure 12.4**). Grupo Bimbo had mean results at or greater than the mean for all companies combined in most cases.

ANALYSIS 5 and 6: *Country and company rankings based upon proportion of Grupo Bimbo products meeting WHO criteria*

Figure 12.5 *Proportions of Grupo Bimbo products meeting WHO criteria for marketing to children – by Country*

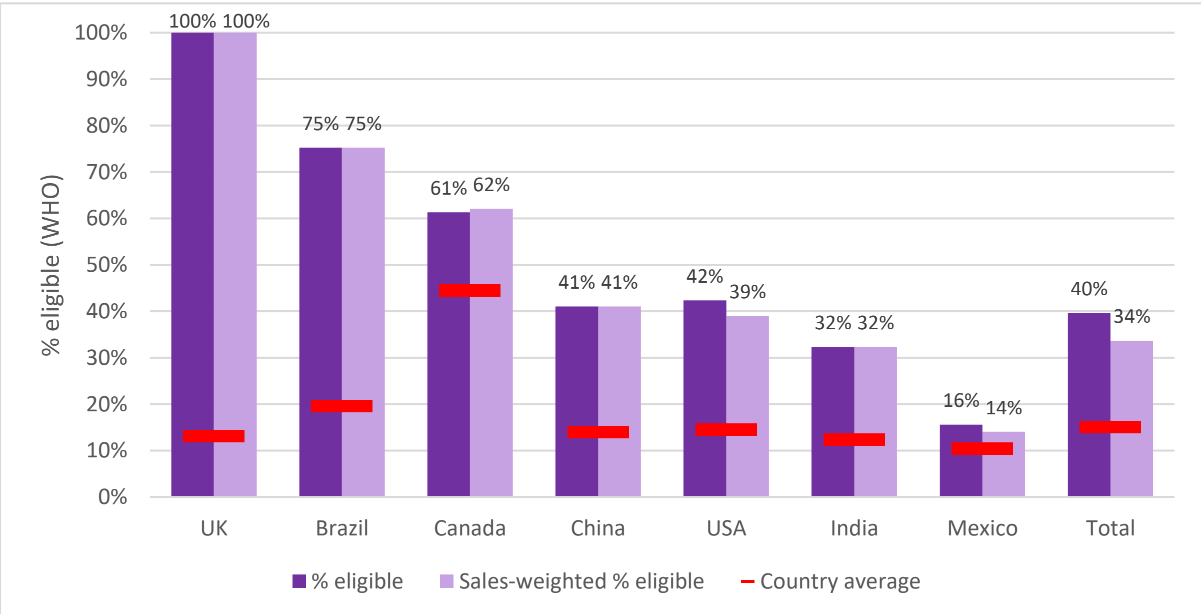
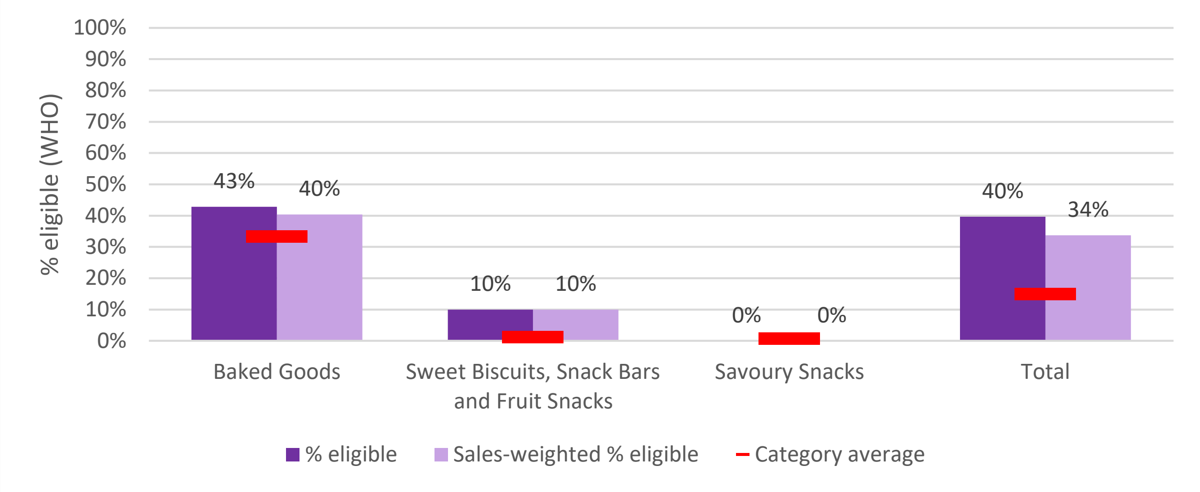


Figure 12.6 *Proportions of Grupo Bimbo products meeting WHO criteria for marketing to children – by Category*



Overall 40% of Grupo Bimbo products were eligible for marketing to children under the WHO criteria (**Figure 12.5**), decreasing to 34% when results were weighted by sales. The UK had the highest sales-weighted proportion of products eligible for marketing to children (100%) followed by Brazil (75%) with Mexico the lowest (14%). At a category level, 'Baked Goods' was the category with the largest sales-weighted proportion of products eligible for marketing to children (40%; **Figure 12.6**) with 0% of 'Savoury Snacks' eligible.

ANALYSIS 7: *Country and company results for Grupo Bimbo using Nutri-Score*

Figure 12.7 *Proportions of Grupo Bimbo products meeting each color/letter rating under Nutri-Score – by Country*

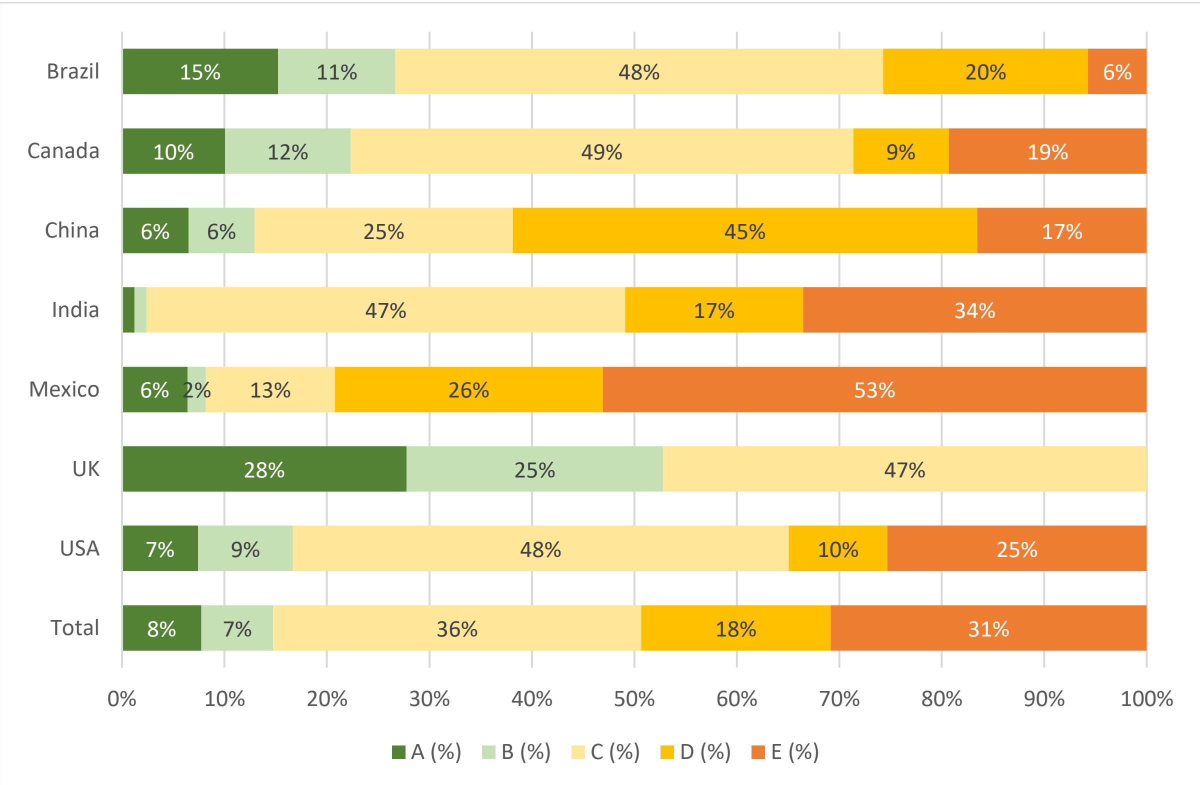
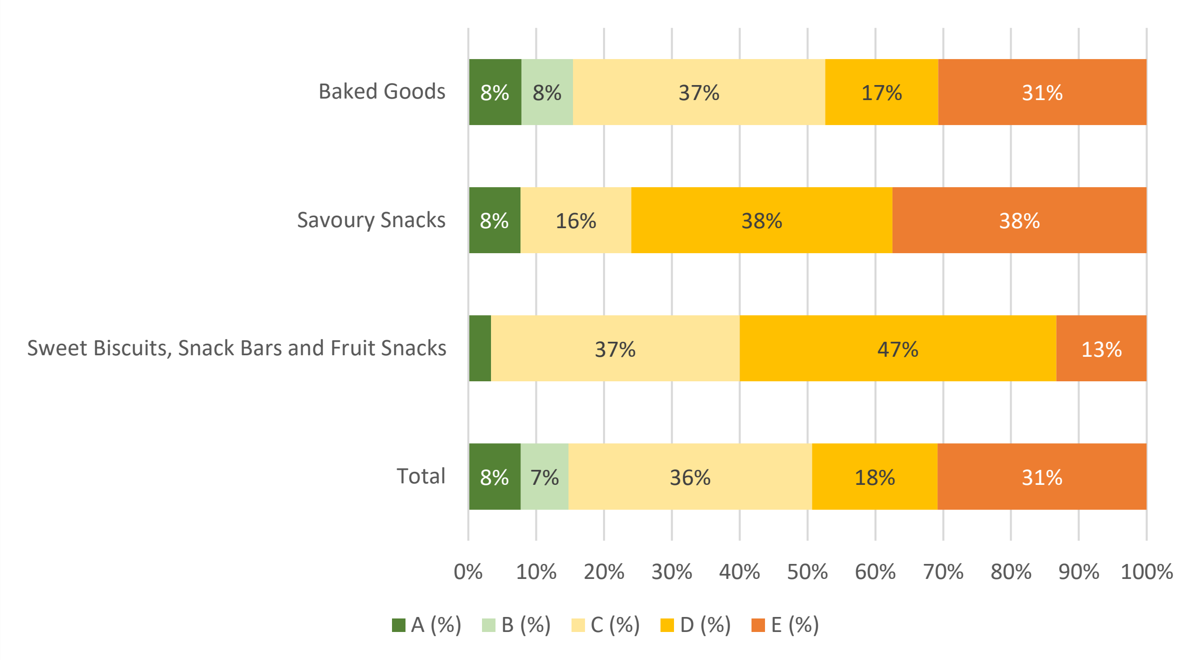


__Figure 12.8__ Proportions of Grupo Bimbo products meeting each color/letter rating under Nutri-Score – by Country



Overall, 31% of Grupo Bimbo products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 18% of products received the second lowest rating (D; light orange) (**Figure 12.7**). Only 8% of products received the highest rating (A-dark green), and 7% received the second highest rating (B-light green). Results varied between both countries and categories, however all countries and categories generally fared poorly under Nutri-Score with the exception of the UK which had over 50% receiving either A or B ratings. 'Savoury Snacks' had the highest proportion of products receiving a rating of 'E' (38%; **Figure 12.8**).

More specific results broken down by company and country for Grupo Bimbo can be seen in **Appendix A**.

COMPANY 13: HERSHEY

Products included

There were 2,642 identified products manufactured by Hershey in nine countries. There was sufficient nutrient information for 2,642 products to generate a Health Star Rating and WHO rating, and 2,641 to generate a Nutri-Score rating. **Table 13.1** shows the breakdown of products in each category by country.

Table 13.1 *Number of Hershey products by country in each Euromonitor subset*

	BR	CN	IN	MX	PH	TH	UK	US	VN	Total
Confectionery	144	155	89	317	181	46	103	1,300	33	**2,368**
Dairy	0	0	0	27	0	0	0	0	0	**27**
Plant-based Dairy	0	0	21	0	0	0	0	0	0	**21**
Savoury Snacks	0	0	0	0	0	0	0	123	0	**123**
Sweet Biscuits	45	0	0	0	0	0	0	44	0	**89**
Sweet Spreads	7	0	7	0	0	0	0	0	0	**14**
Total	**196**	**155**	**117**	**344**	**181**	**46**	**103**	**1,467**	**33**	**2,642**
% sales*	**100%**	**100%**	**100%**	**100%**	**95%**	**98%**	**100%**	**100%**	**100%**	**100%**

* Note that this value indicates % sales from included categories for each country

The nine countries used in this analysis represented 94% of Hershey global food and beverage sales in 2022. Of these nine countries, the US represented by far the highest proportion of revenue (95%) and Vietnam the lowest (<1%). Within each country, the included categories represented between 95% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the five product categories included in analysis, 'Confectionery' represented the largest number of products and the highest proportion of sales (87%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Hershey products and sales-weighted mean nutrient profile of Hershey products*

Figure 13.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Hershey products*

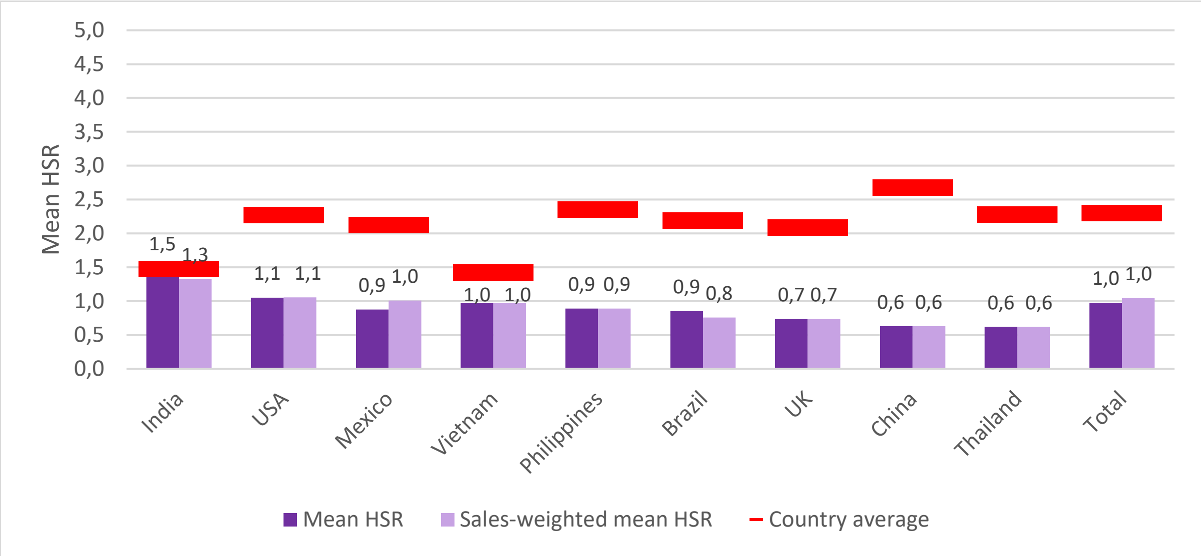
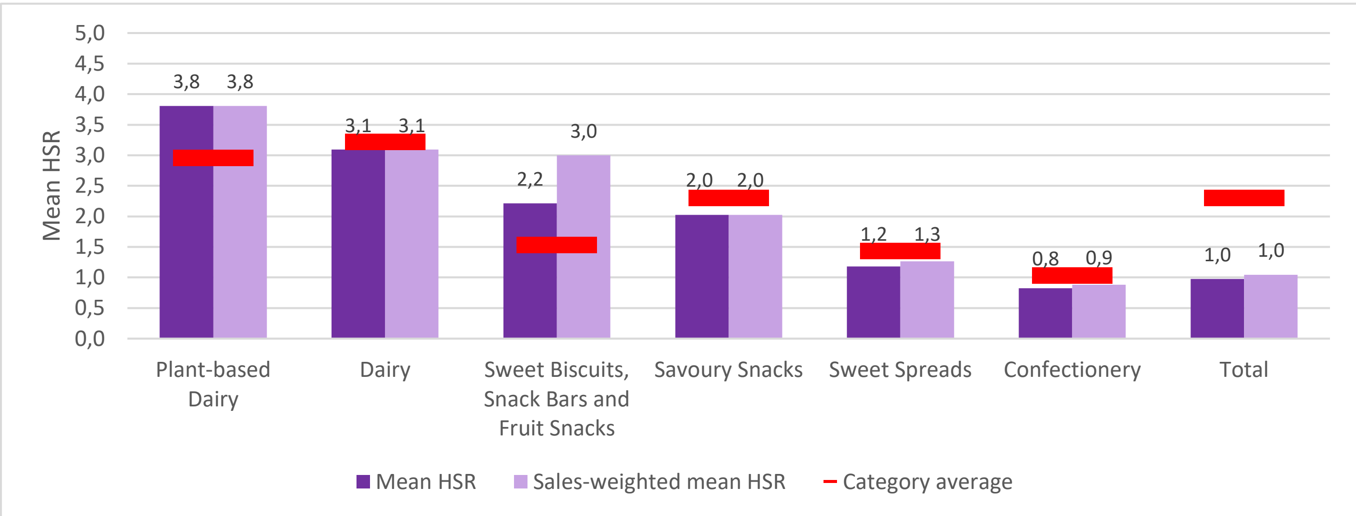


Figure 13.2 *Mean Health Star Rating by category for Hershey products*



Hershey had an overall mean HSR of 1.0 which remained the same when results were weighted by sales (**Figure 13.1**). Out of the nine countries included in the Hershey analysis, only India and the USA exceeded a sales-weighted mean HSR of 1.0. When the Hershey results were examined by category (**Figure 13.2**), the highest mean HSR was seen in the 'Plant-based Dairy' category (3.8), with 'Confectionery' having the lowest sales-weighted mean HSR of all Hershey product categories (0.9). 'Confectionery' represents Hershey's largest category, with the highest-ranked category (Plant-based Dairy) representing the lowest proportion of sales (<1%).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Hershey products considered "healthier" and sales-weighted proportion of Hershey products considered "healthier"*

Figure 13.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Hershey*

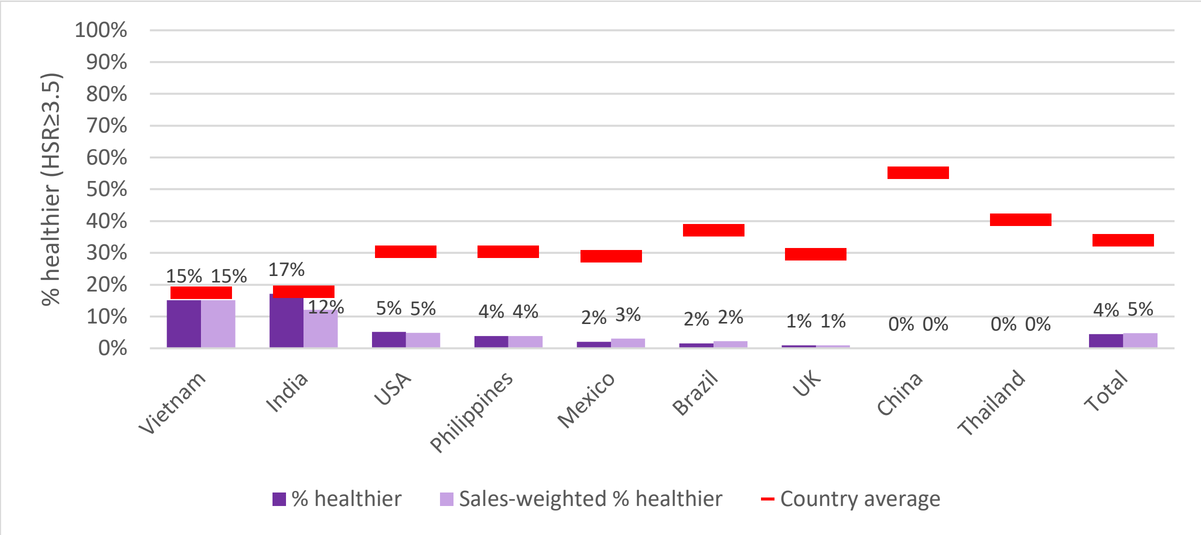
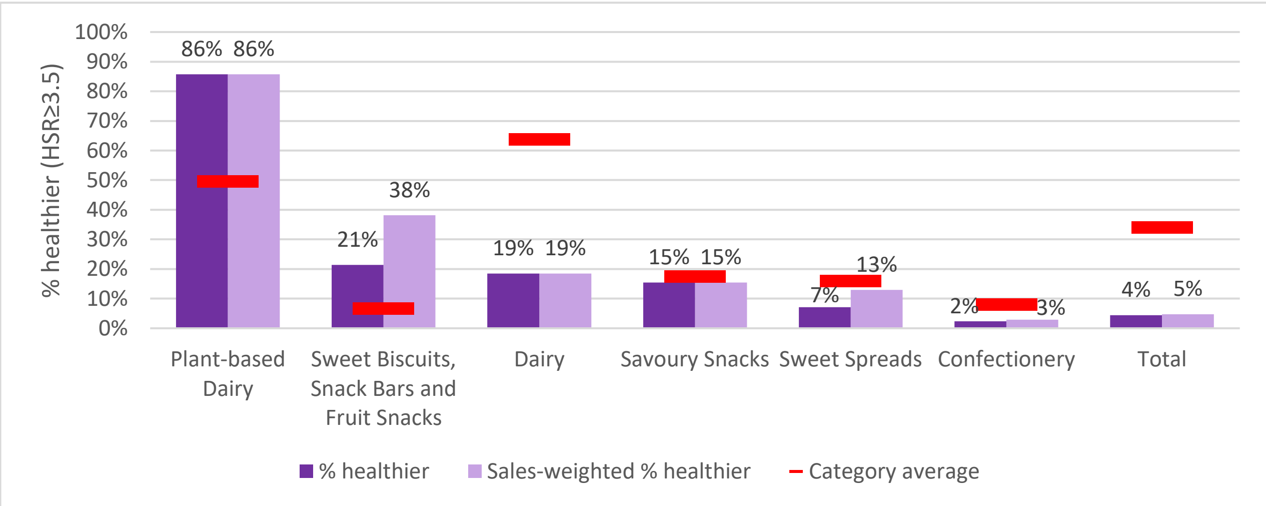


Figure 13.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Hershey*



Overall, Hershey had a lower than average proportion of sales in all nine countries with an HSR of 3.5 or greater (4%), which increased slightly to 5% when results were weighted by sales (**Figure 13.3**). Hershey India and Vietnam were the only countries with more than 10% of products receiving an HSR of 3.5 or more both before and after sales-weighting of results. Interestingly, the 'Plant-based Dairy' was the category with the highest proportion of products with an HSR≥3.5, but the smallest category by sales (**Figure 13.4**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Hershey products meeting WHO criteria*

Figure 13.5 *Proportions of Hershey products meeting WHO criteria for marketing to children – by Country*

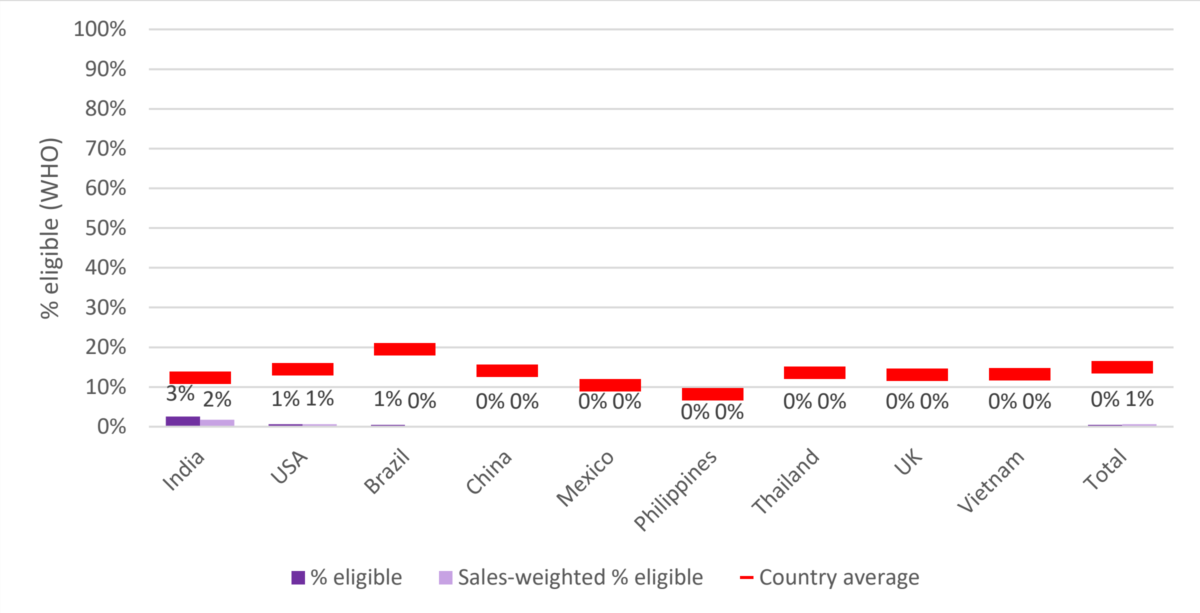
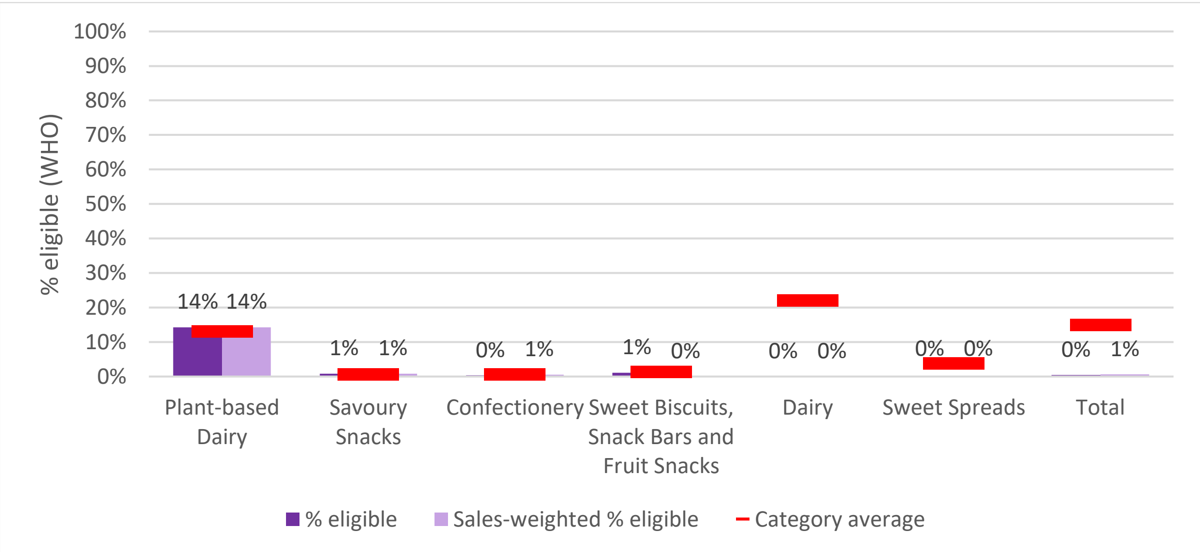


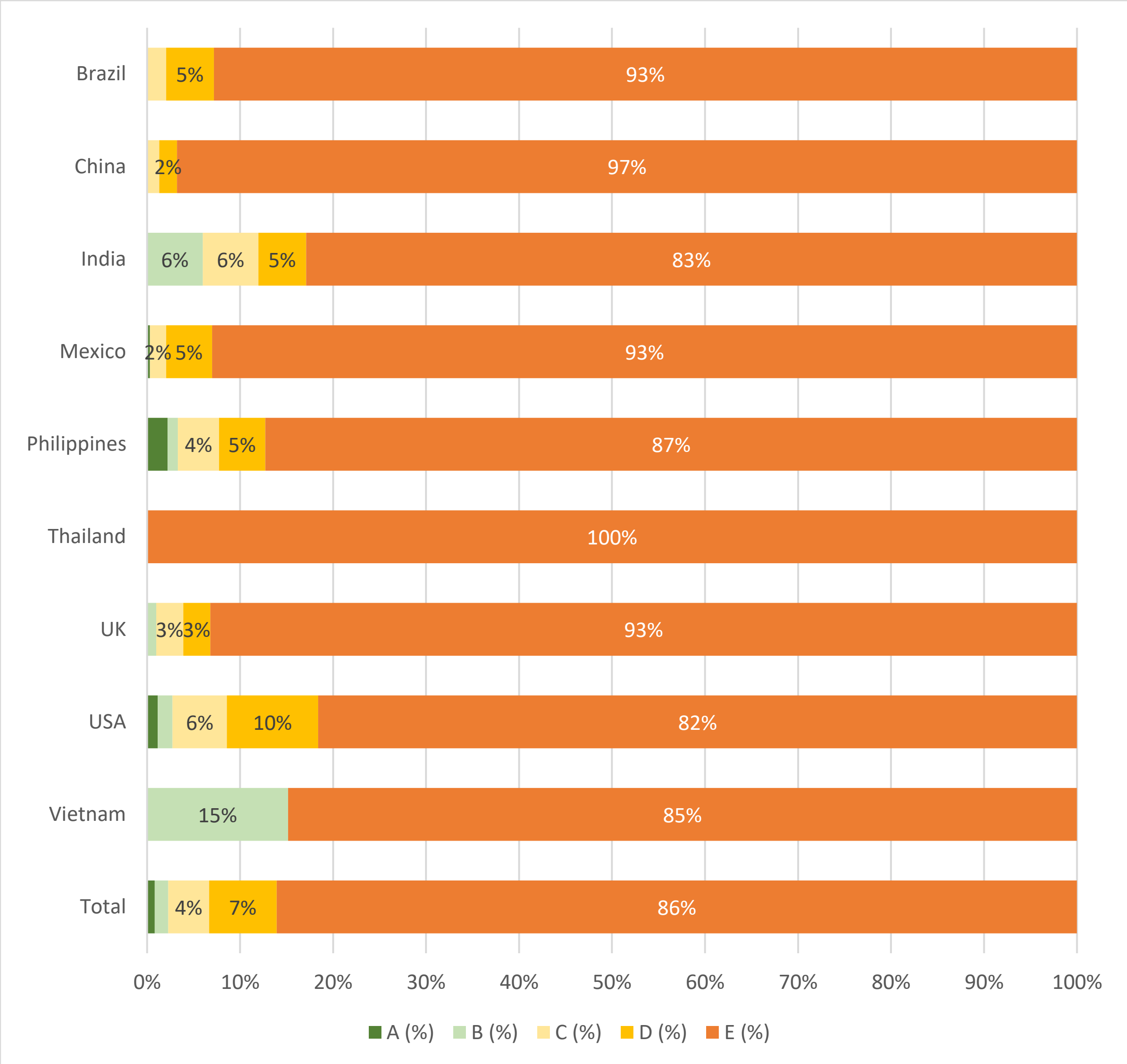
Figure 13.6 *Proportions of Hershey products meeting WHO criteria for marketing to children – by Category*



Overall a very low proportion of Hershey products (<1%) were eligible for marketing to children under the WHO criteria (**Figure 13.5**), increasing very slightly to 1% when results were weighted by sales. India and the USA were the only countries with products eligible for marketing to children after sales weighting. Most categories had zero products eligible for marketing (**Figure 13.6**).

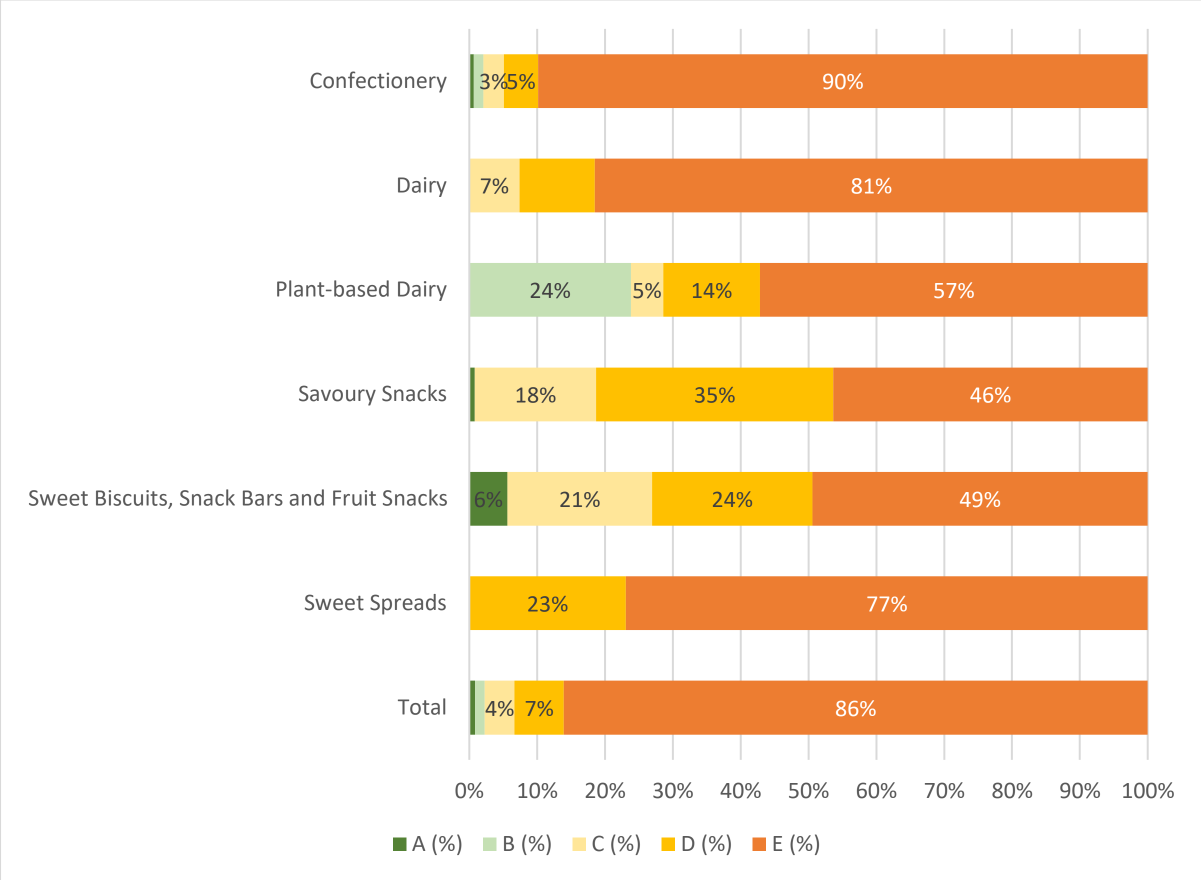
ANALYSIS 7: *Country and company results for Hershey using Nutri-Score*

Figure 13.7 *Proportions of Hershey products meeting each color/letter rating under Nutri-Score – by Country*



Overall, 86% of Hershey products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 7% of products received the second lowest rating (D; light orange), combined representing 93% of all products (**Figure 13.7**). Only 2% of products received either the highest rating (A-dark green), or the second highest rating (B-light green) under Nutri-Score. Only three of the nine countries had products that received an ‘A’ rating. Results were driven by the poor rating of ‘Confectionery’ items, with 90% of products in this category receiving an ‘E’ rating (**Figure 13.8**).

Figure 13.8 *Proportions of Hershey products meeting each color/letter rating under Nutri-Score – by Category*



More specific results broken down by company and country for Hershey can be seen in **Appendix A**.

COMPANY 14: HORMEL

Products included

There were 1,013 identified products manufactured by Hormel in 10 countries. There was sufficient nutrient information for 1,012 products to generate a Health Star Rating, for 1,013 to generate results for the WHO analysis and for 998 to generate results for Nutri-Score. **Table 14.1** shows the breakdown of products in each category by country.

Table 14.1 *Number of Hormel products by country in each Euromonitor subset*

	Processed Meat and Seafood	Ready Meals	Savoury Snacks	Sweet Spreads	Total	Sales %*
Australia	6	10	0	0	16	**100%**
Brazil	0	0	0	14	14	**100%**
China	64	0	0	5	69	**100%**
India	0	0	0	5	5	**100%**
Indonesia	0	0	0	10	10	**100%**
Mexico	13	2	0	8	23	**100%**
Philippines	0	0	7	6	13	**100%**
Thailand	1	0	0	9	10	**100%**
UK	9	11	0	4	24	**100%**
USA	515	191	72	51	829	**97%**
Total	**608**	**214**	**79**	**112**	**1,013**	**97%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in analysis represented 92% of Hormel global food and beverage sales in 2022. Of these 10 countries, the USA was the dominant market, representing 95% of sales. Brazil represented the lowest revenue market, with <1%. Within each country, the included categories represented between 97-100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the four product categories included in analysis, 'Processed Meat and Seafood' represented the highest proportion of sales (53%) and 'Sweet Spreads' the lowest (11%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Hormel products and sales-weighted mean nutrient profile of Hormel products*

Figure 14.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Hormel products*

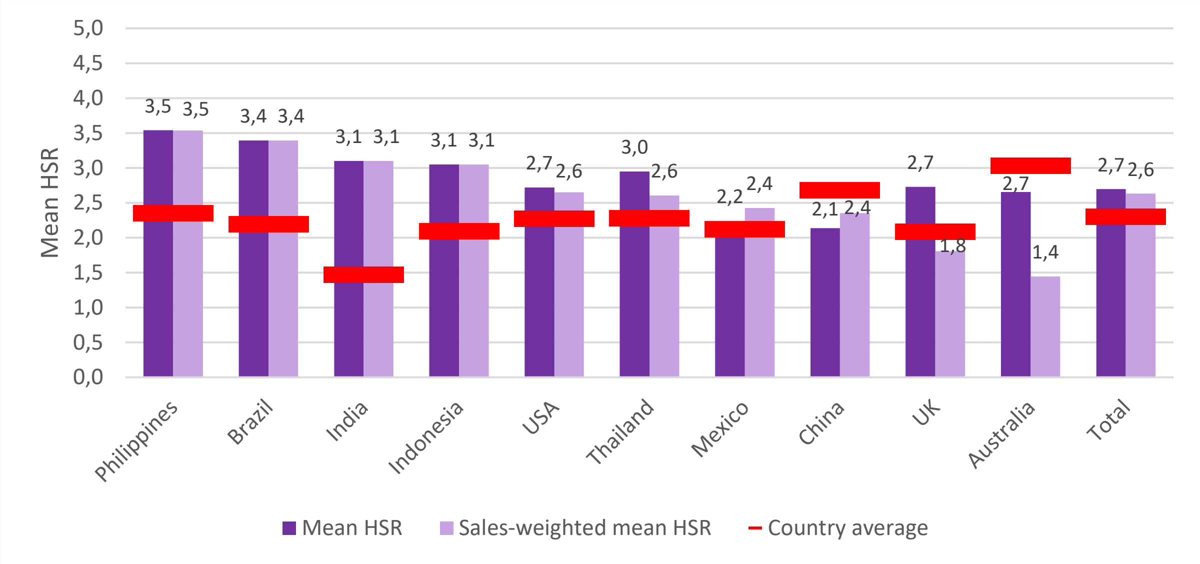
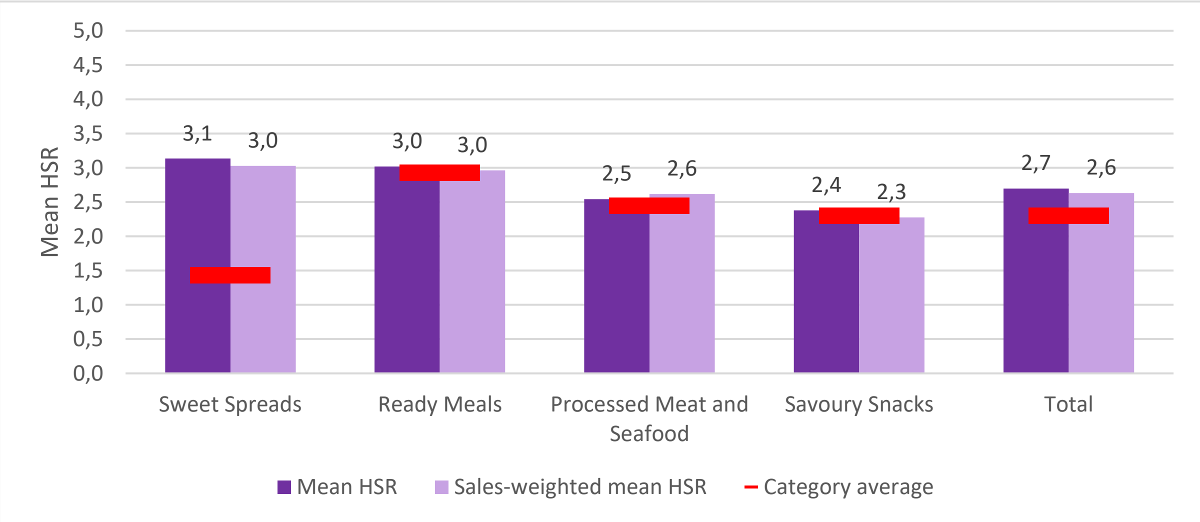


Figure 14.2 *Mean Health Star Rating by category for Hormel products*



Hormel had an overall mean HSR of 2.7 which decreased slightly to 2.6 when results were weighted by sales (**Figure 14.1**). Out of the 10 countries included in the Hormel analysis, the Philippines had the highest mean HSR both before and after results were weighted by sales (3.5), with Australia having the lowest sales-weighted mean HSR of 1.4. When results were examined by category (**Figure 14.2**), the highest mean HSR was seen in the 'Sweet Spreads' category (3.1), followed by 'Ready Meals' (3.0), with 'Savoury Snacks' having the lowest mean HSR of all Hormel product categories (2.4). Category means were at or above the mean for all companies combined.

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Hormel products considered "healthier" and sales-weighted proportion of Hormel products considered "healthier"*

***Figure 14.3** Proportion of products considered "healthier" using the Health Star Rating by country for Hormel*

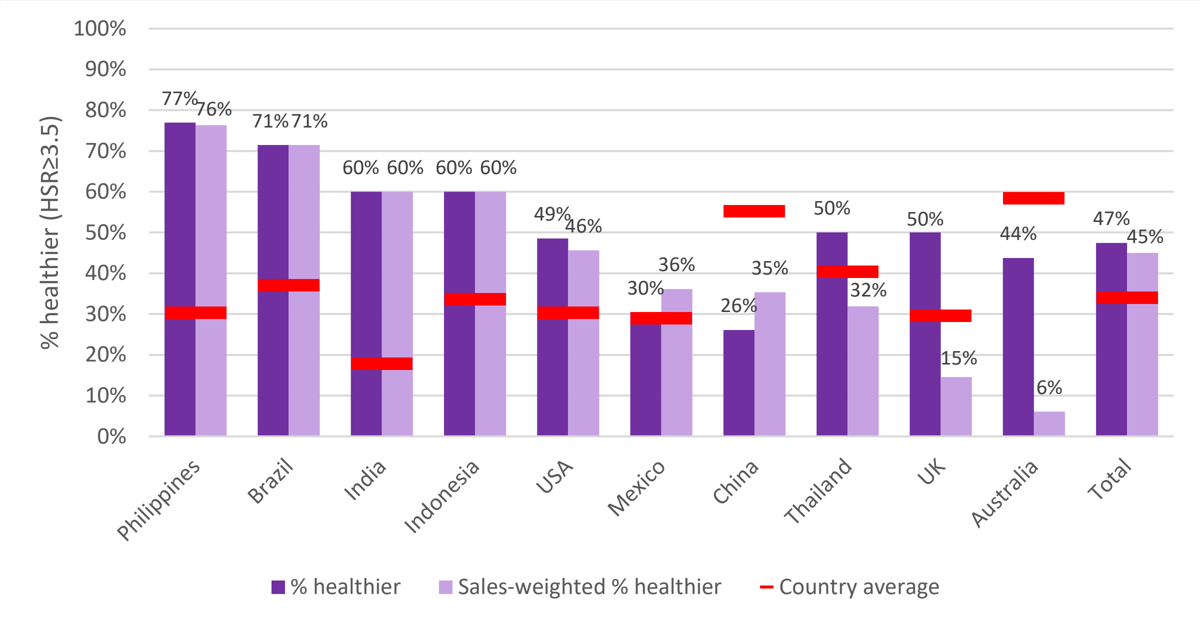
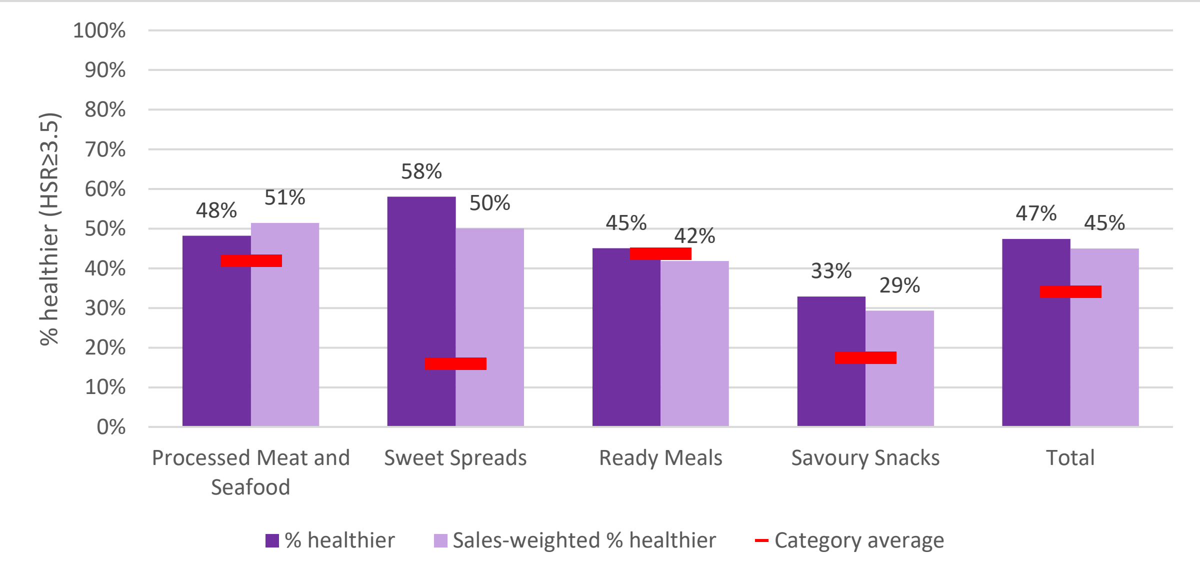


***Figure 14.4** Proportion of products considered "healthier" using the Health Star Rating by category for Hormel*



Overall, Hormel had 47% all products across the 10 countries with an HSR of 3.5 or greater, which decreased slightly to 45% when results were weighted by sales (**Figure 14.3**). The Philippines had the highest proportion of products considered healthier before and after sales weighting was applied, and Australia the lowest. Australia, Thailand and the UK had significant decreases in the proportion of healthier products once sales weighting was applied. 'Processed Meat and Seafood' had the highest sales-weighted proportion of healthy products (51%) and 'Savoury Snacks' the lowest (29%; **Figure 14.4**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Hormel products meeting WHO criteria*

Figure 14.5 *Proportions of Hormel products meeting WHO criteria for marketing to children – by Country*

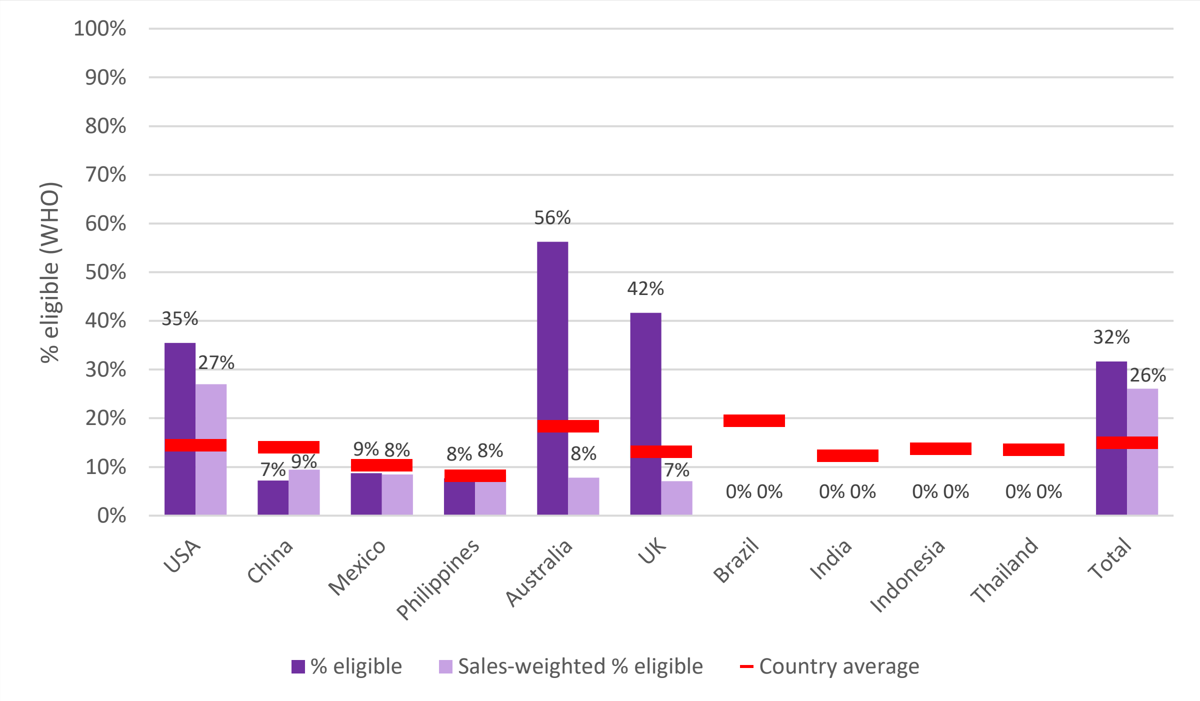
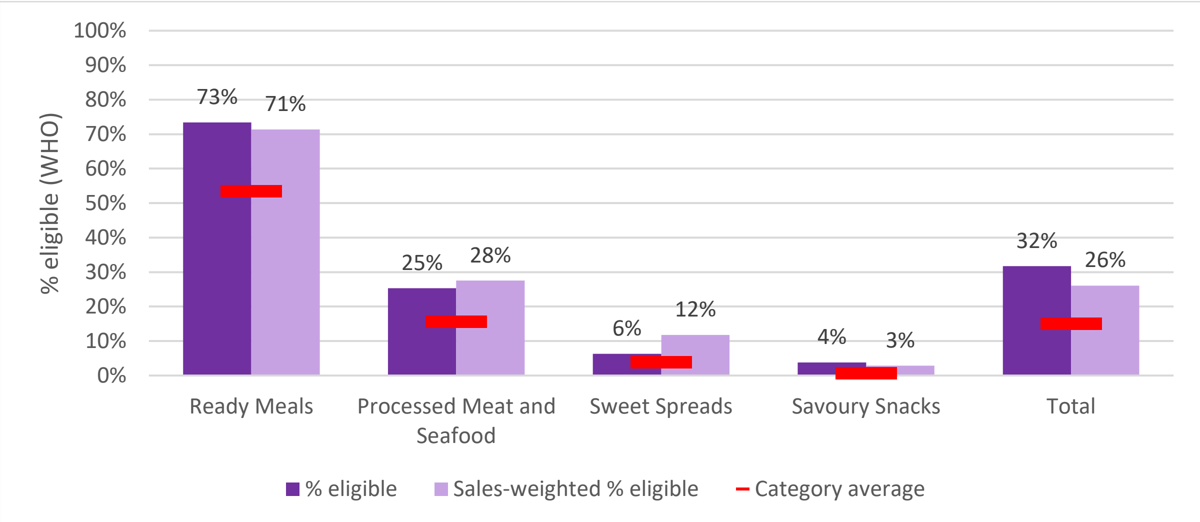


Figure 14.6 *Proportions of Hormel products meeting WHO criteria for marketing to children – by Category*



Overall 32% of Hormel products were eligible for marketing to children under the WHO criteria (**Figure 14.5**), decreasing to 26% when results were weighted by sales, indicating that products of lower nutritional quality contributed more to annual 2022 sales than products of higher nutritional quality. Australia had the highest proportion of products eligible for marketing to children (56%) before sales-weighting, after which the USA had the highest proportion (27%). Brazil, India, Indonesia and Thailand had zero products eligible. 'Ready Meals' had the most sales-weighted eligible products (71%) with 'Savoury Snacks' the lowest (3%; **Figure 14.6**).

ANALYSIS 7: *Country and company results for Hormel using Nutri-Score*

Figure 14.7 *Proportions of Hormel products meeting each color/letter rating under Nutri-Score – by Country*

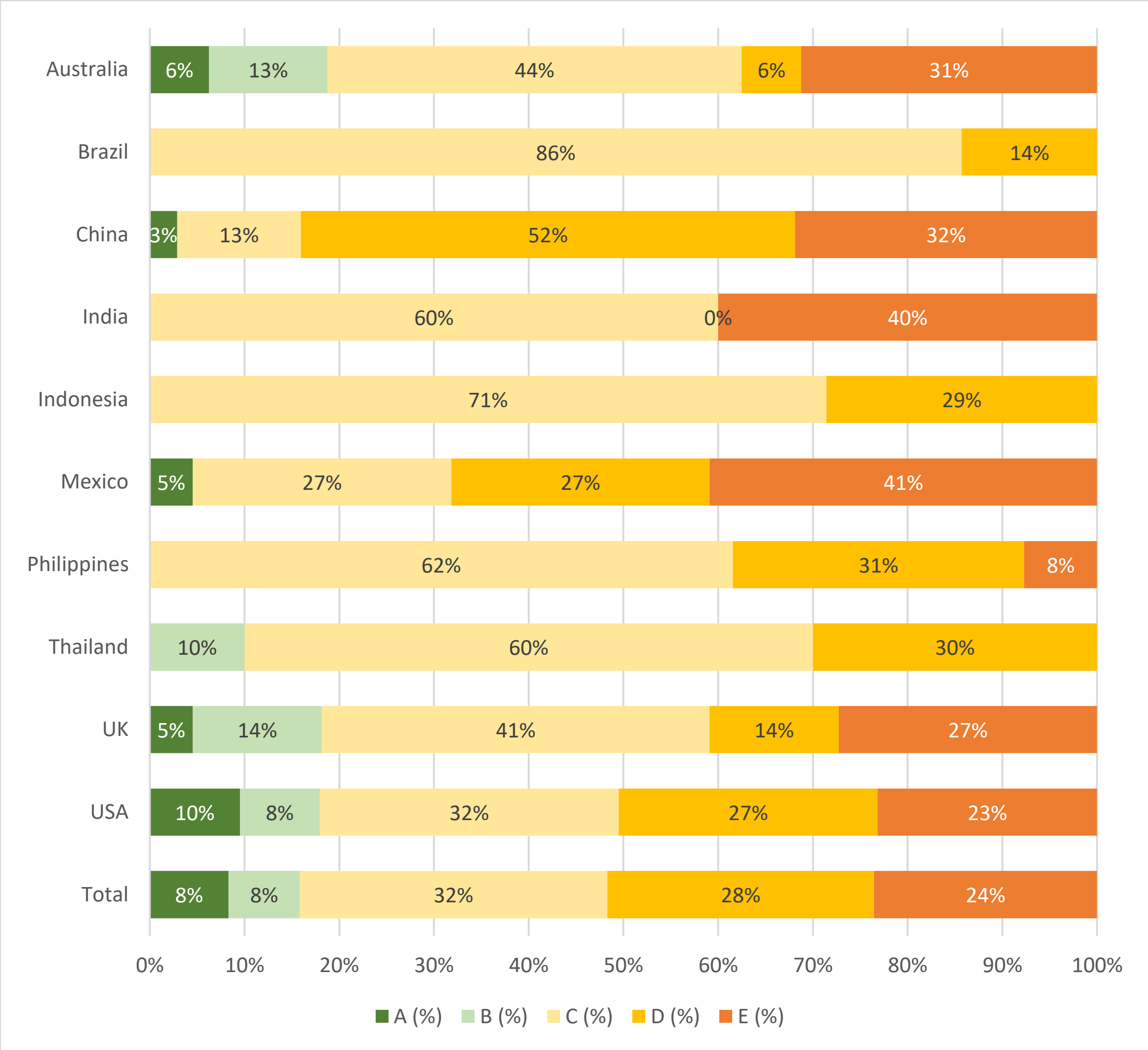
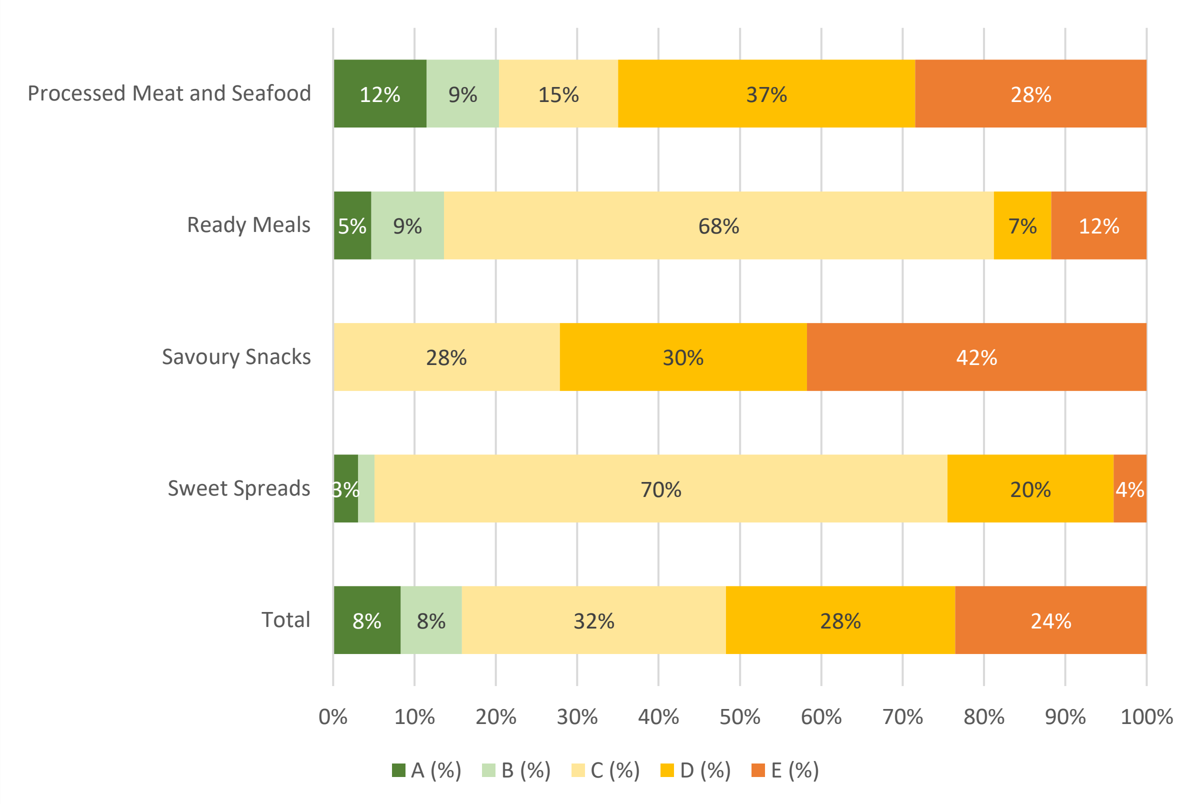


***Figure 14.8** Proportions of Hormel products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 24% of Hormel's products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 28% of products received the second lowest rating (D; light orange). Only 8% of products received the highest rating (A-dark green). Mexico had the highest proportion of 'E' products (41%) and the USA the highest proportion of 'A' products (10%; **Figure 14.7**). 'Savoury Snacks' had the highest proportion of products receiving an 'E' rating (42%) and 'Processed Meat and Seafood' the highest proportion of 'A' products (12%; **Figure 14.8**).

More specific results broken down by company and country for Hormel can be seen in Appendix A.

COMPANY 15: INDOFOOD

Products included

There were 582 identified products manufactured by Indofood in seven countries. There was sufficient nutrient information for 582 products to generate a Health Star Rating and WHO rating, and 579 to generate a Nutri-Score rating. **Table 15.1** shows the breakdown of products in each category by country.

Table 15.1 *Number of Indofood products by country in each Euromonitor subset*

	AU	GH	ID	KN	PH	UK	VN	Total
Dairy	0	0	192	0	0	0	0	**192**
Edible Oils	0	0	11	0	4	0	0	**15**
Rice, Pasta and Noodles	14	13	194	12	1	5	9	**248**
Sauces, Dips and Condiments	0	0	41	0	0	0	0	**41**
Savoury Snacks	0	0	86	0	0	0	0	**86**
Total	**14**	**13**	**524**	**12**	**5**	**5**	**9**	**582**
Sales %*	**100%**	**100%**	**94%**	**100%**	**100%**	**100%**	**100%**	**94%**

* Note that this value indicates % sales from included categories for each country.

The seven countries used in analysis represented 82% of Indofood global food and beverage sales in 2022. Of these seven countries, Indonesia was the dominant market, representing 97% of sales of products included in analysis. Ghana represented the lowest revenue market, with <1%. Within each country, the included categories represented between 94% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the five product categories included in analysis, ‘Rice, Pasta and Noodles’ represented the largest proportion of sales (63%) and ‘Sauces, Dips and Condiments’ the smallest (4%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Indofood products and sales-weighted mean nutrient profile of Indofood products*

Figure 15.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Indofood products*

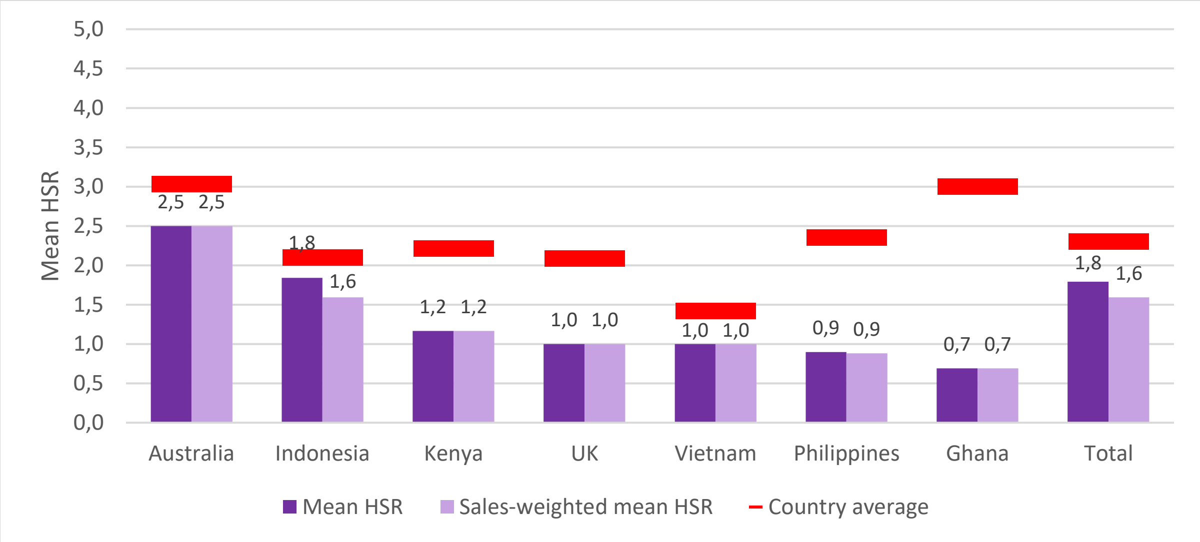
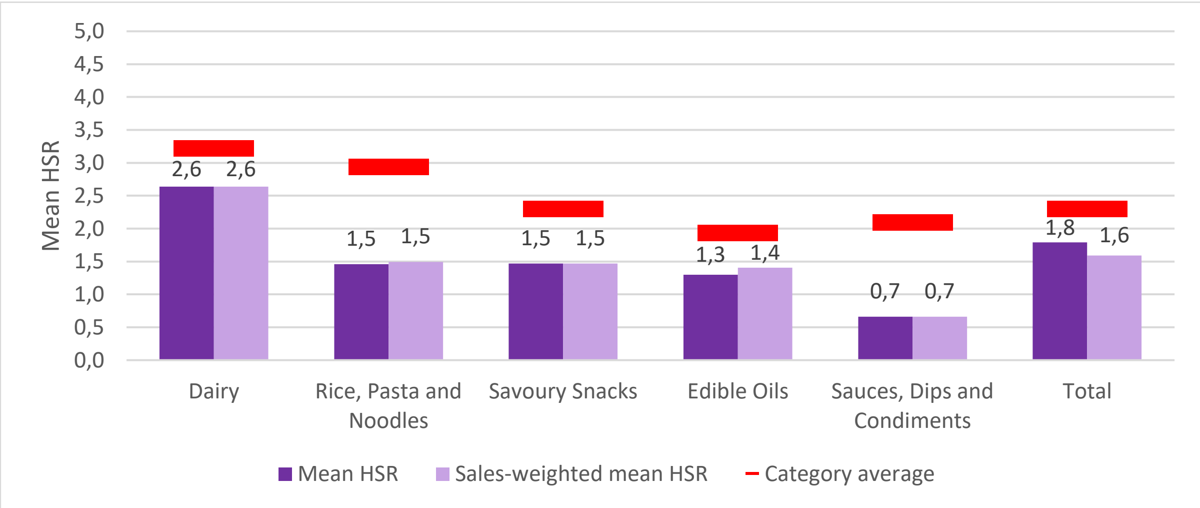


Figure 15.2 *Mean Health Star Rating by category for Indofood products*



Indofood had an overall mean HSR of 1.8 which decreased slightly to 1.6 when results were weighted by sales (**Figure 15.1**). Out of the seven countries included in the Indofood analysis, Australia had the highest mean HSR both before and after results were weighted by sales (2.5), followed by Indonesia (1.6), with Ghana having the lowest HSR of 0.7. When results were examined by category (**Figure 15.2**), the highest mean HSR was seen in the 'Dairy' category (2.6) with 'Sauces, Dips and Condiments' having the lowest mean HSR of all Indofood product categories (0.7).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Indofood products considered "healthier" and sales-weighted proportion of Indofood products considered "healthier"*

Figure 15.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Indofood*

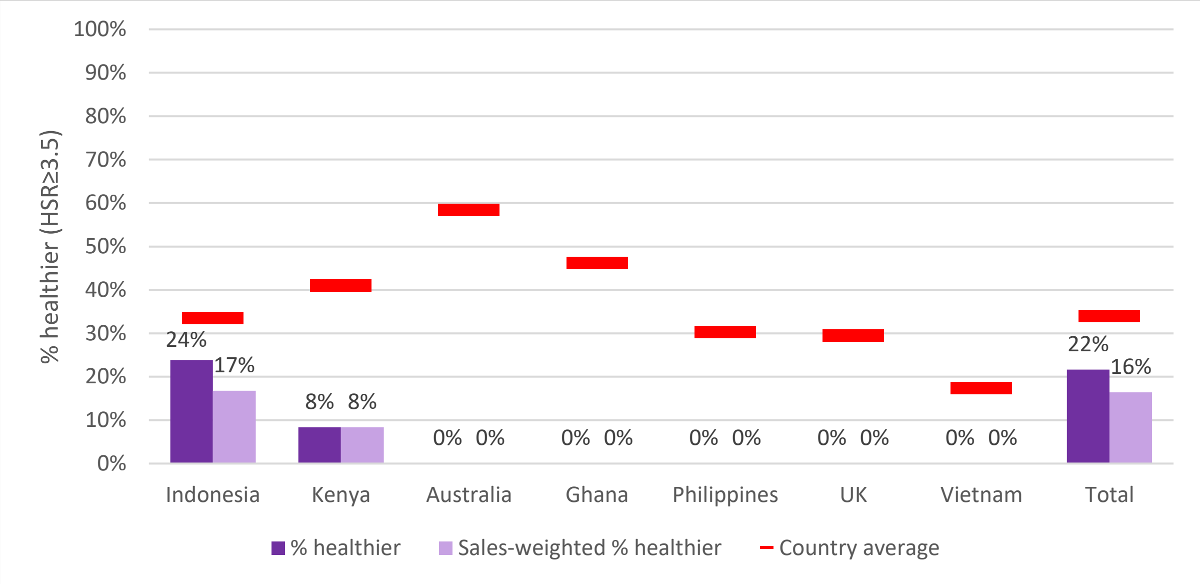
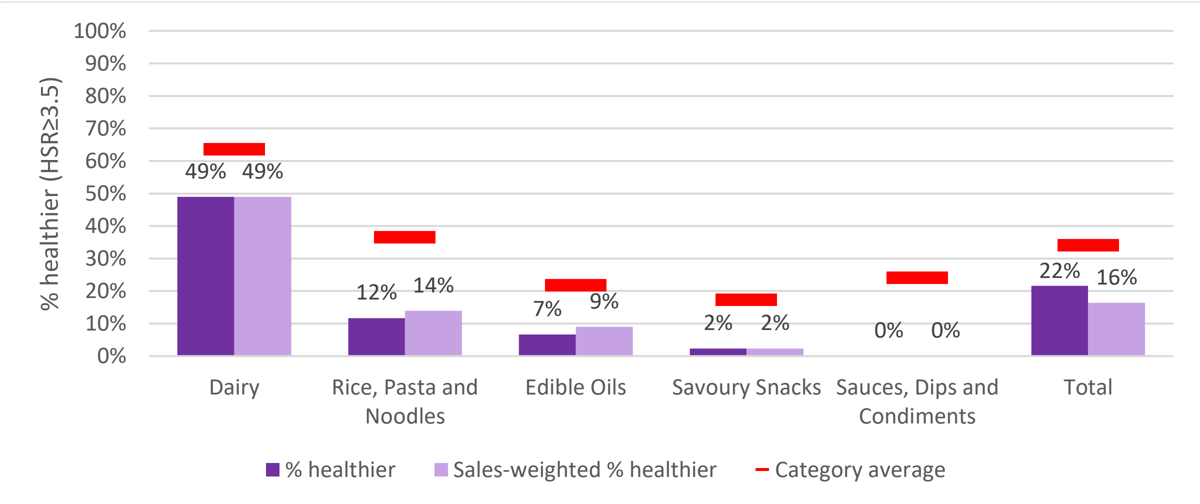


Figure 15.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Indofood*



Overall, Indofood had 22% of all products across the seven countries with an HSR of 3.5 or greater, which decreased to 16% when results were weighted by sales (**Figure 15.3**) illustrating that products of lower nutritional quality contributed more to annual 2022 sales than products of higher nutritional quality. Interestingly, although Australia had the highest mean HSR of the seven countries included, it had 0% of products receiving an HSR of 3.5 or more. Indonesia instead had the highest proportion of 'healthier' products (17% following sales-weighting). Five countries had zero products with an HSR of 3.5 or more. 'Dairy' was the category with the highest proportion of 'healthier' products (49%), with 'Sauces, Dips and Condiments' the lowest (0%; **Figure 15.4**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Indofood products meeting WHO criteria*

Figure 15.5 *Proportions of Indofood products meeting WHO criteria for marketing to children – by Country*

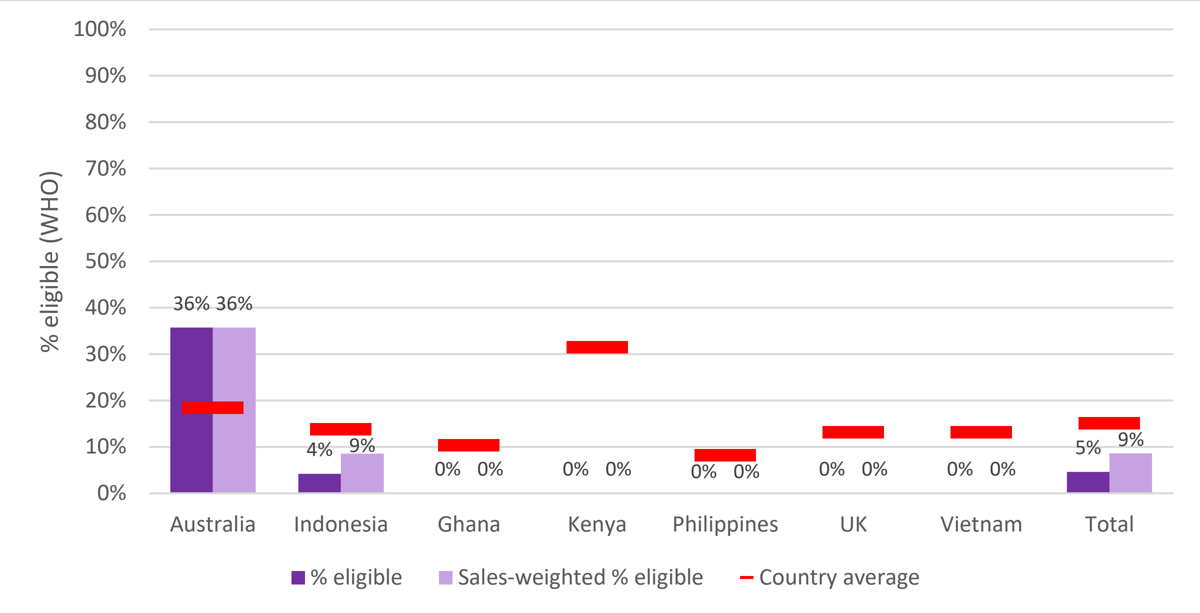
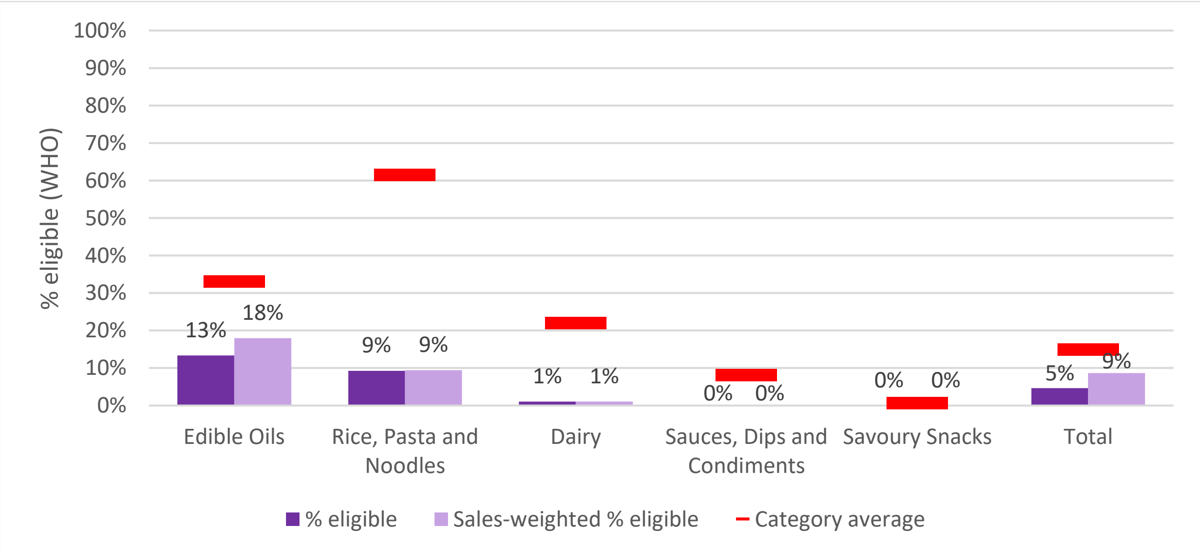


Figure 15.6 *Proportions of Indofood products meeting WHO criteria for marketing to children – by Category*



Overall only 5% of Indofood products were eligible for marketing to children under the WHO criteria (**Figure 15.5**), although this increased to 9% when results were weighted by sales. Like with mean HSR, Australia ranked highest using this metric, with 36% of products eligible. Indonesia was the only other country with eligible products, with the remaining five countries having 0%. Results by category using the WHO criteria were very different to the HSR-based results, with the 'Edible Oils' category having the highest sales-weighted proportion of products eligible for marketing to children (18%; **Figure 15.6**).

ANALYSIS 7: *Country and company results for Indofood using Nutri-Score*

Figure 15.7 *Proportions of Indofood products meeting each color/letter rating under Nutri-Score – by Country*

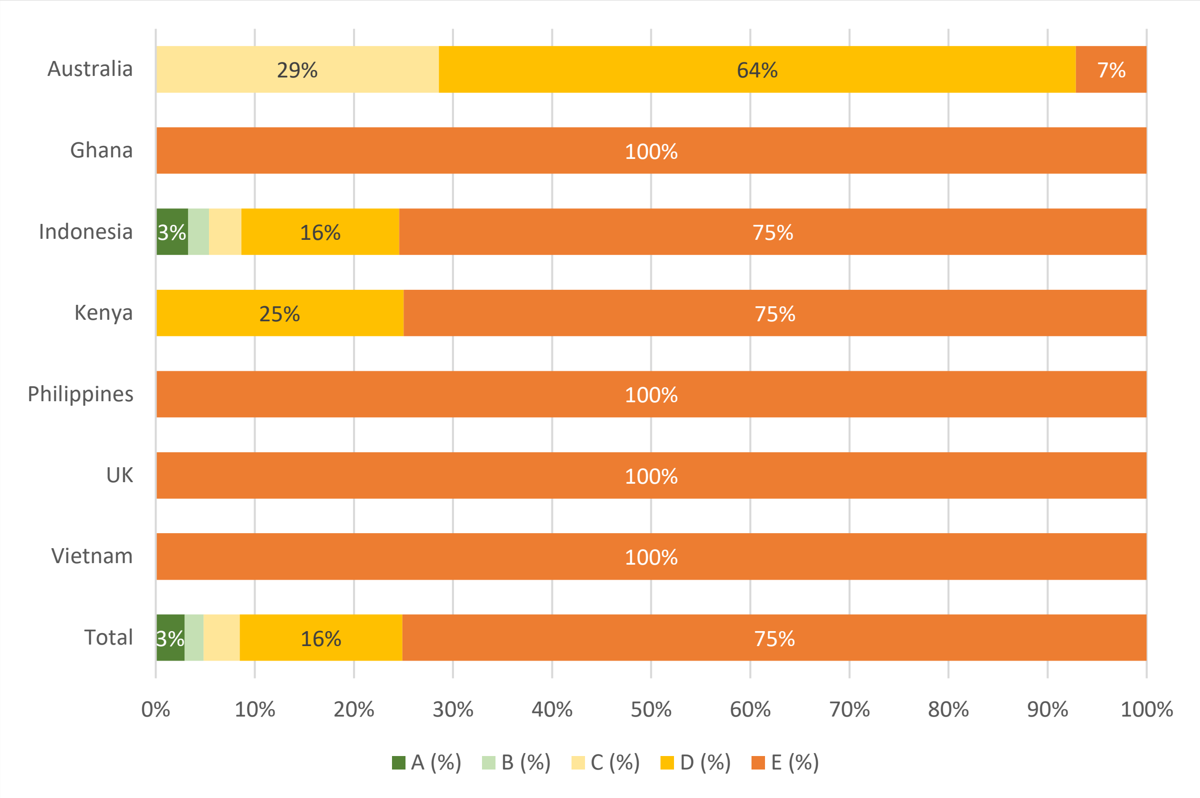
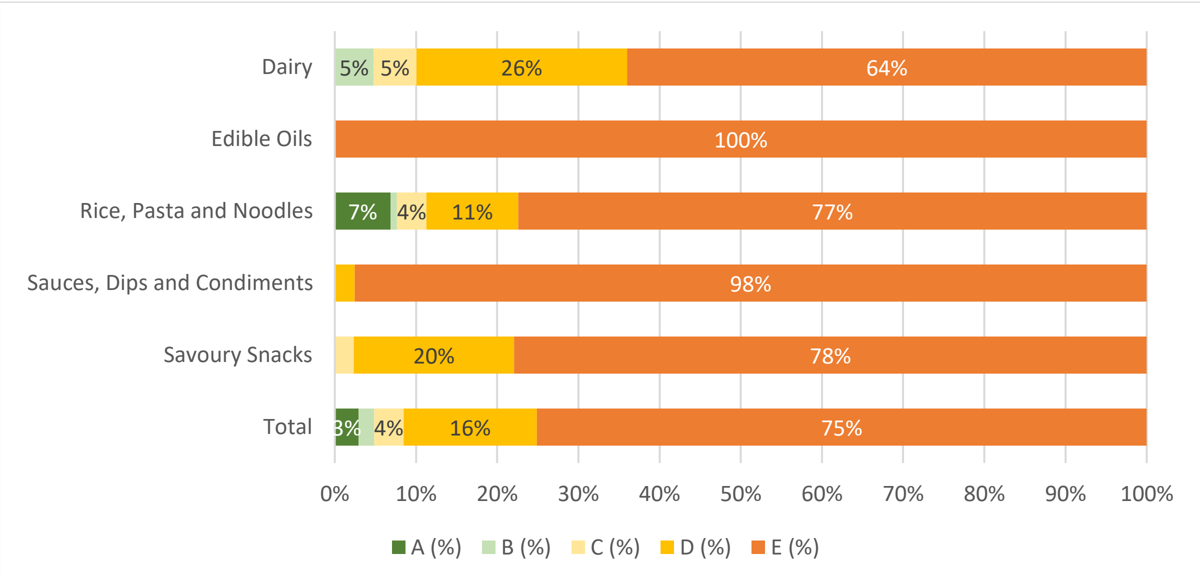


Figure 15.8 *Proportions of Indofood products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 75% of Indofood products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 16% of products received the second lowest rating (D; light orange). Only 3% of products received the highest rating (A-dark green), and 2% receiving the second highest rating (B-light green). All countries and categories fared poorly under Nutri-Score.

More specific results broken down by company and country for Indofood can be seen in **Appendix A**.

COMPANY 16: KELLANOVA

Products included

There were 951 identified products manufactured by Kellanova in 10 countries. There was sufficient nutrient information for all products to all nutrient profile models. **Table 16.1** shows the breakdown of products in each category by country.

Table 16.1 *Number of Kellanova products by country in each Euromonitor subset*

	Baked Goods	Breakfast Cereals	Meat and Seafood Substitutes	Rice, Pasta and Noodles	Savoury Snacks	Sweet Biscuits	Total	% sales*
Australia	0	45	0	0	13	28	**86**	**100%**
Brazil	0	18	0	0	17	12	**47**	**100%**
France	0	40	0	0	18	16	**74**	**100%**
India	0	26	0	0	6	0	**32**	**100%**
Mexico	4	41	0	0	16	51	**112**	**100%**
Nigeria	0	6	0	0	0	0	**6**	**30%**
Philippines	0	25	0	0	12	0	**37**	**100%**
South Africa	0	19	0	5	9	2	**35**	**100%**
UK	0	61	0	0	27	30	**118**	**99%**
USA	56	0	57	0	135	156	**404**	**100%**
Total	**60**	**281**	**57**	**5**	**253**	**295**	**951**	**99.9%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in this analysis represented 77% of Kellanova global food and beverage sales in 2022. Of the 10 included countries, the USA represented the highest proportion of revenue, with 80%, and Nigeria the lowest with <1%. Within each country, the included categories represented between 30-100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the four product categories included in analysis, ‘Savoury Snacks’ represented the highest proportion of revenue (45%) and ‘Rice, Pasta and Noodles’ the lowest (<1%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Kellanova products and sales-weighted mean nutrient profile of Kellanova products*

Figure 16.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Kellanova products*

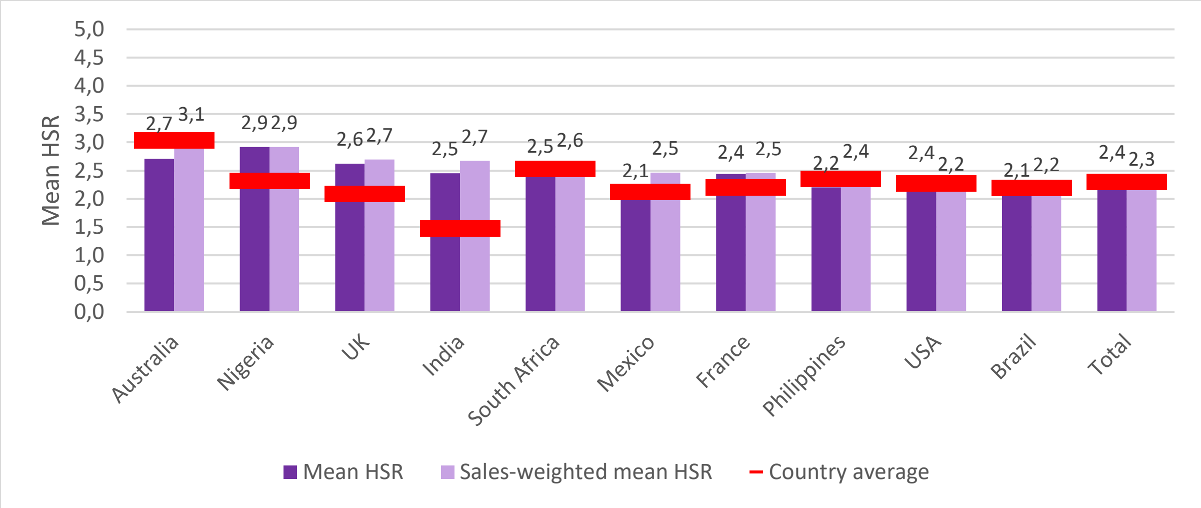
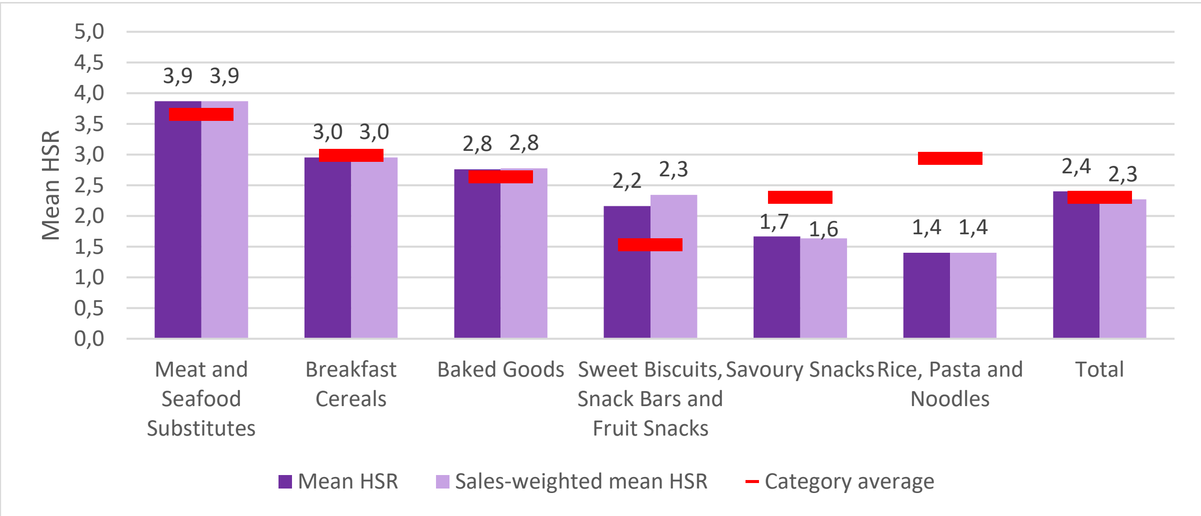


Figure 16.2 *Mean Health Star Rating by category for Kellanova products*



Kellanova had an overall mean HSR of 2.4 which decreased slightly to 2.3 when results were weighted by sales (**Figure 16.1**). Out of the 10 countries included in Kellanova's analysis, Australia had the highest mean HSR after results were weighted by sales (3.1), followed by Nigeria with an HSR of 2.9, with the USA (the largest market) and Brazil having the lowest sales-weighted mean HSRs of 2.2. When Kellanova results were examined by category (**Figure 16.2**), the highest mean HSR was seen in the 'Meat and Seafood Substitutes' category (3.9), followed by 'Breakfast Cereals' (3.0), with 'Rice, Pasta and Noodles' having the lowest mean HSR of all Kellanova product categories (1.4). Kellanova's highest revenue category (Savoury Snacks) and country (USA) had relatively low mean HSRs, explaining Kellanova's decrease in mean HSR overall following sales-weighting.

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Kellanova products considered "healthier" and sales-weighted proportion of Kellanova products considered "healthier"*

Figure 16.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Kellanova*

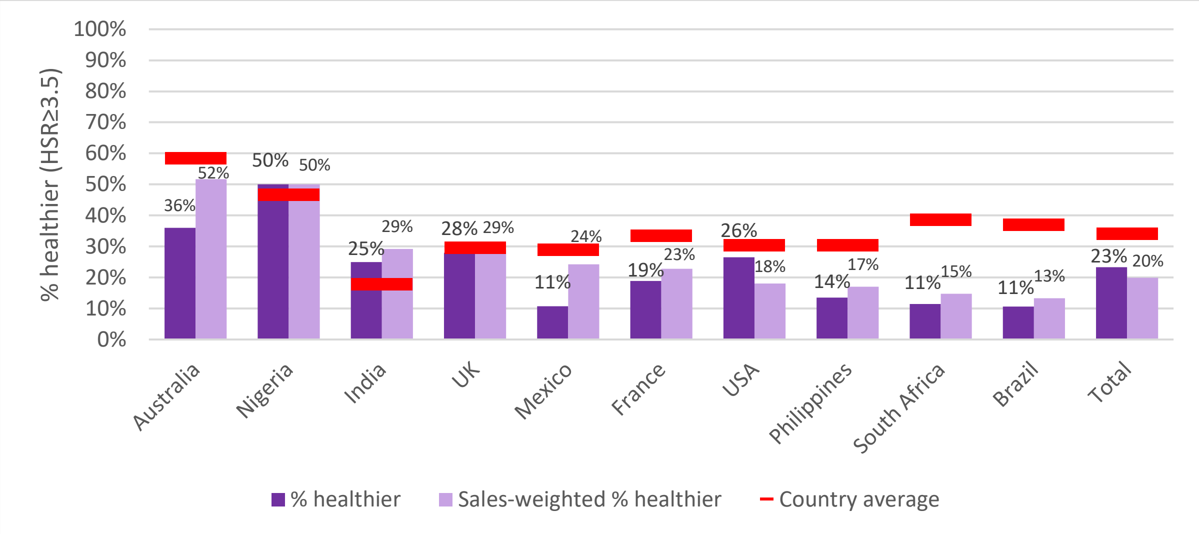
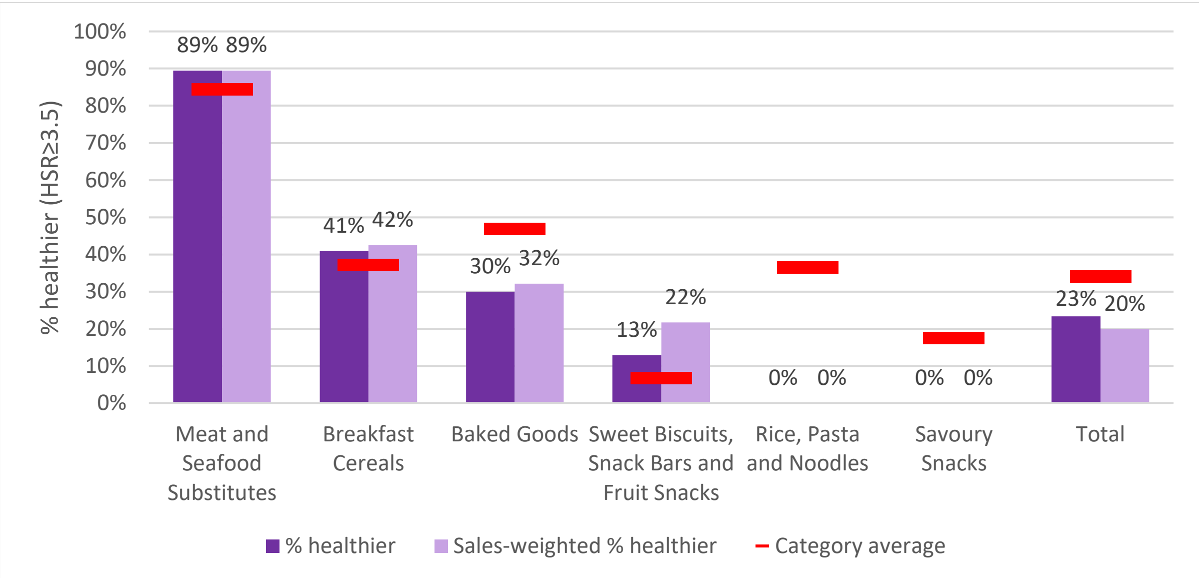


Figure 16.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Kellanova*



Overall, Kellanova had just under a quarter (23%) of products in all 10 countries with an HSR of 3.5 or greater, which decreased slightly to 20% when results were weighted by sales (**Figure 16.3**). Australia had the highest sales-weighted proportion of products receiving an HSR of 3.5 or more (52%), with Brazil having the lowest proportion (13%). As with the mean HSR result, 'Meat and Seafood Substitutes' had the largest proportion of products with an HSR of ≥3.5 (**Figure 16.4**), with 0% of 'Rice, Pasta and Noodles' and 'Savoury Snacks'.

<u>ANALYSIS 5 and 6:</u> *Country and category rankings based upon proportion of Kellanova products meeting WHO criteria*

Figure 16.5 *Proportions of Kellanova products meeting WHO criteria for marketing to children – by Country*

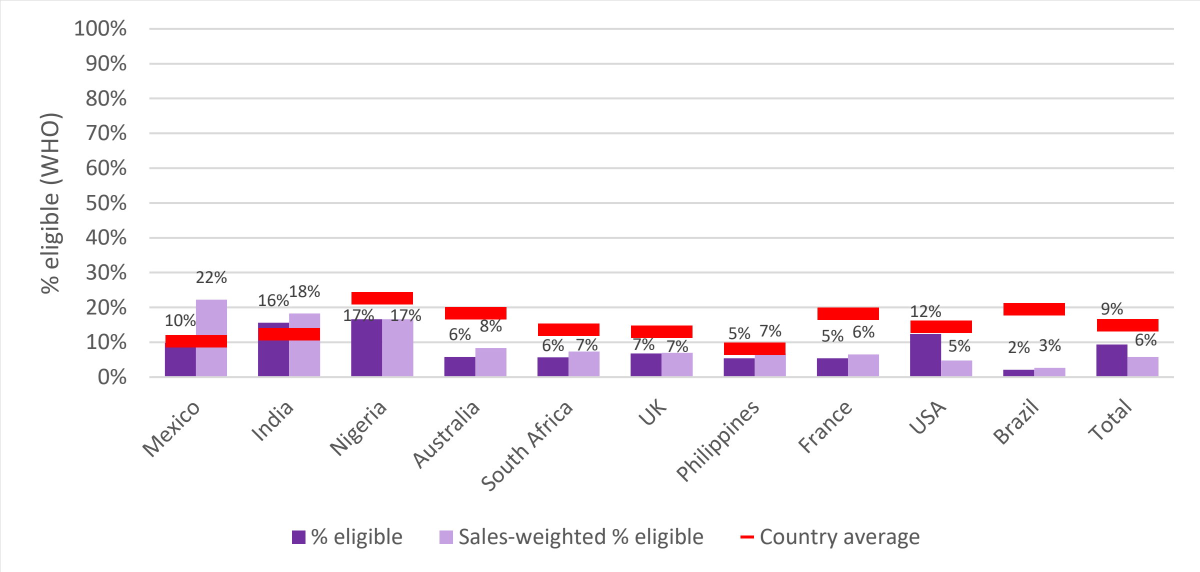
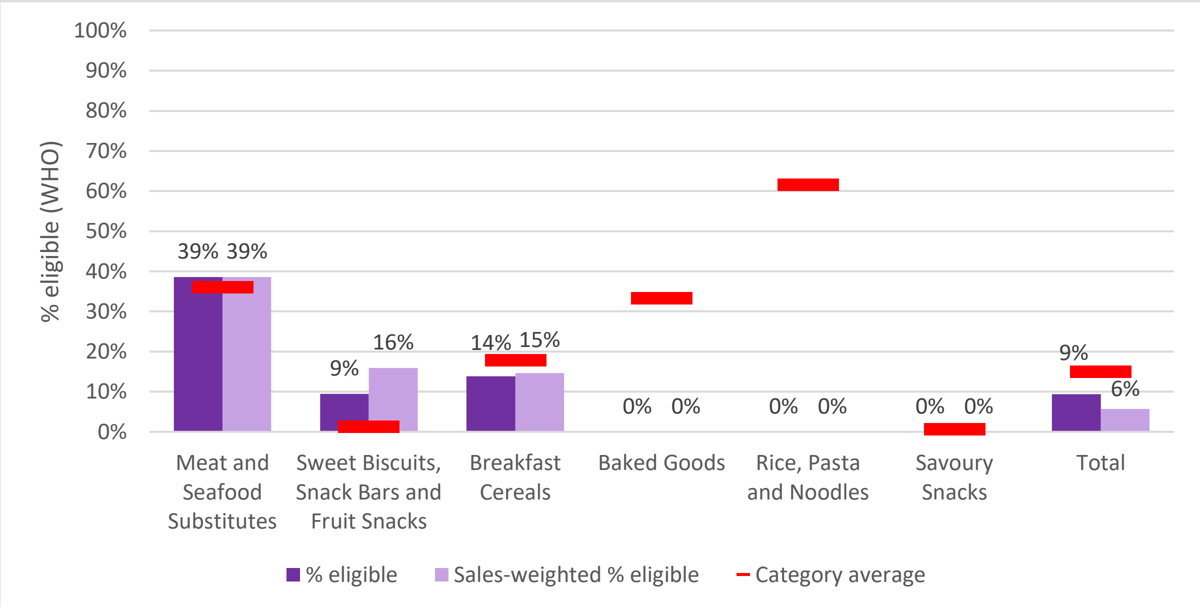


Figure 16.6 *Proportions of Kellanova products meeting WHO criteria for marketing to children – by Category*



Results using the WHO criteria told a slightly different story to the HSR results with 20% of sales-weighted products considered "healthier" using the HSR, and only 6% of products eligible for marketing to children under WHO (**Figure 16.5**). Despite Australia being ranked first under the proportion of healthier products with the HSR, Mexico and India fared better under the WHO criteria. However, category rankings under the WHO criteria (**Figure 16.6**), remained consistent with the HSR results, with 'Meat and Seafood Substitutes' having the largest proportion eligible under the WHO model (39%).

ANALYSIS 7: *Country and company results for Kellanova using Nutri-Score*

Figure 16.7 *Proportions of Kellanova products meeting each color/letter rating under Nutri-Score – by Country*

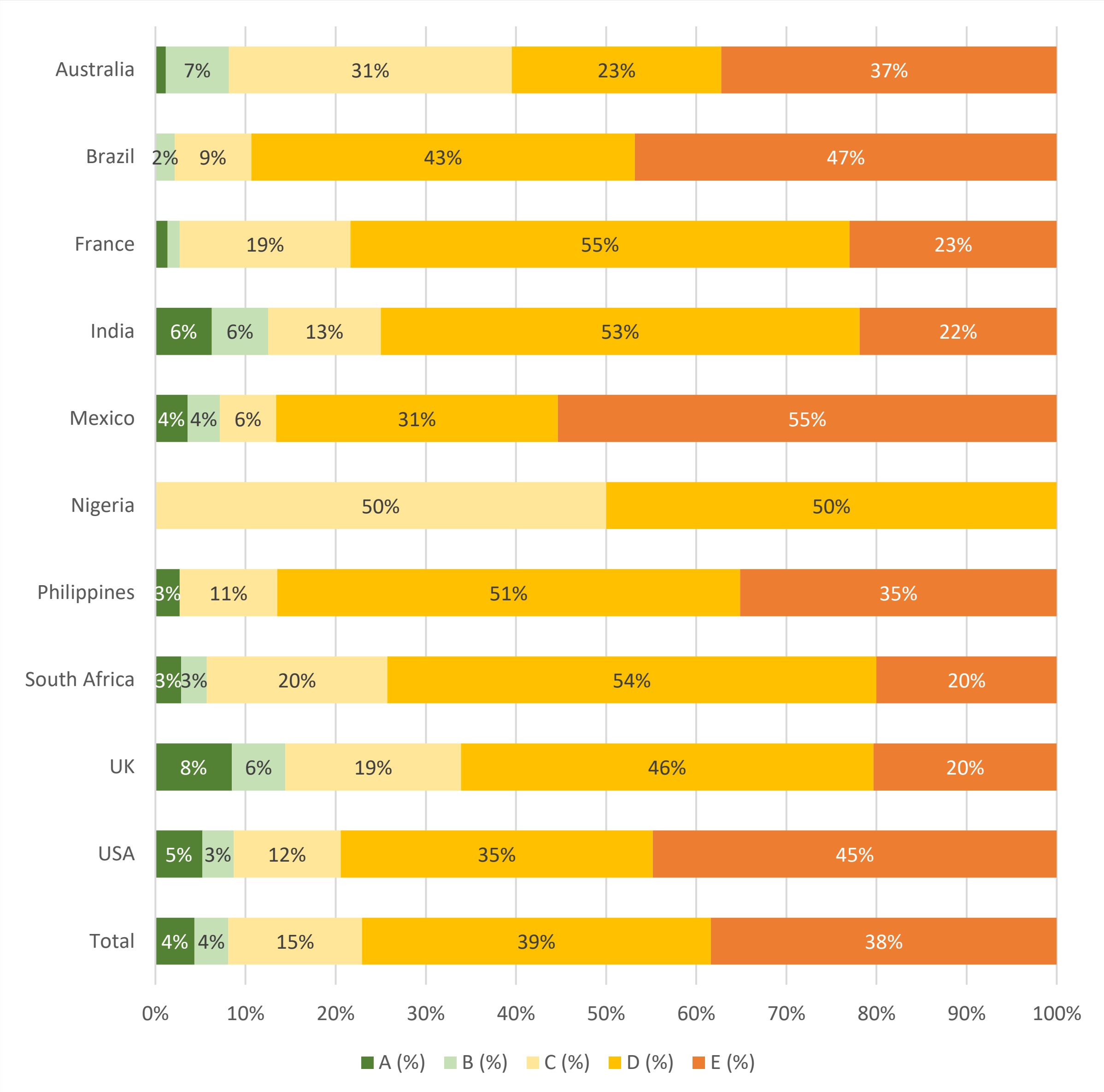
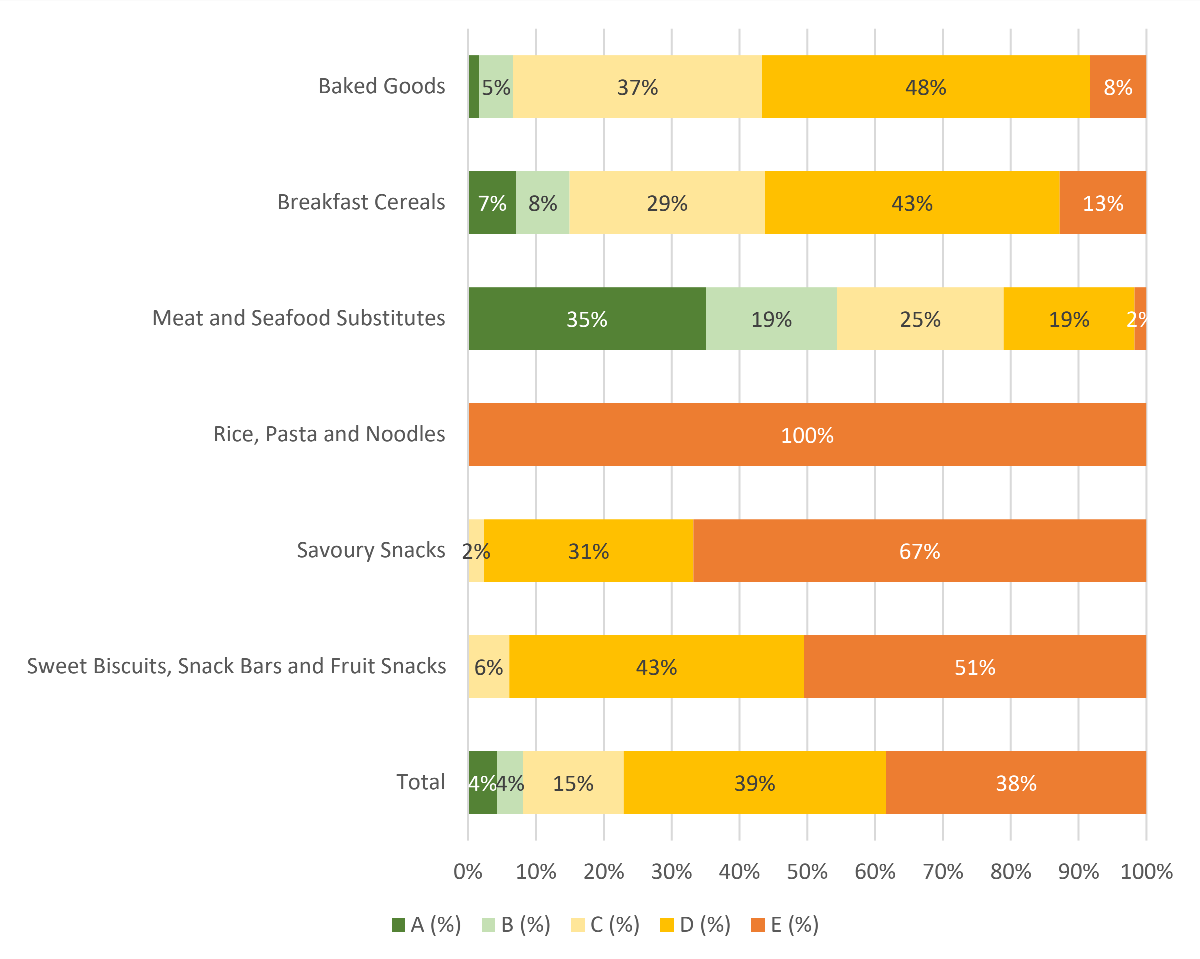


***Figure 16.8** Proportions of Kellanova products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 38% of Kellanova's products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 39% of products received the second lowest rating (D; light orange). Only 4% of products received the highest rating (A-dark green), and 4% received the second highest rating (B-light green). Results varied between both countries and categories. Nigeria was the only country to have no 'E' products (**Figure 16.7**) and 'Meat and Seafood Substitutes' had the highest proportion of 'A' products by far (35%; **Figure 16.8**).

More specific results broken down by company and country for Kellanova can be seen in Appendix A.

COMPANY 17: KDP

Products included

There were 776 identified products manufactured by KDP in 3 countries. There was sufficient nutrient information for 776 products to generate a Health Star Rating and WHO eligibility, and 771 products to generate a Nutri-Score rating. **Table 17.1** shows the breakdown of products in each category by country.

Table 17.1 *Number of KDP products by country in each Euromonitor subset*

	Canada	Mexico	USA	Total
Bottled Water	14	44	0	**58**
Carbonates	85	16	363	**464**
Juice	29	0	137	**166**
Processed Fruit and Vegetables	0	0	36	**36**
RTD Tea	6	6	40	**52**
Total	**134**	**66**	**576**	**776**
% sales	98%	100%	98%	98%

* Note that this value indicates % sales from included categories for each country.

The three countries used in this analysis represented 94% of KDP global food and beverage sales in 2022. Of these three countries, the USA represented the highest proportion of revenue (88%), and Canada the lowest (5%). Within each country, the included categories represented between 98% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the five categories, 'Carbonates' represented the largest number of products and the largest proportion of sales (78%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of KDP products and sales-weighted mean nutrient profile of KDP products*

Figure 17.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for KDP products*

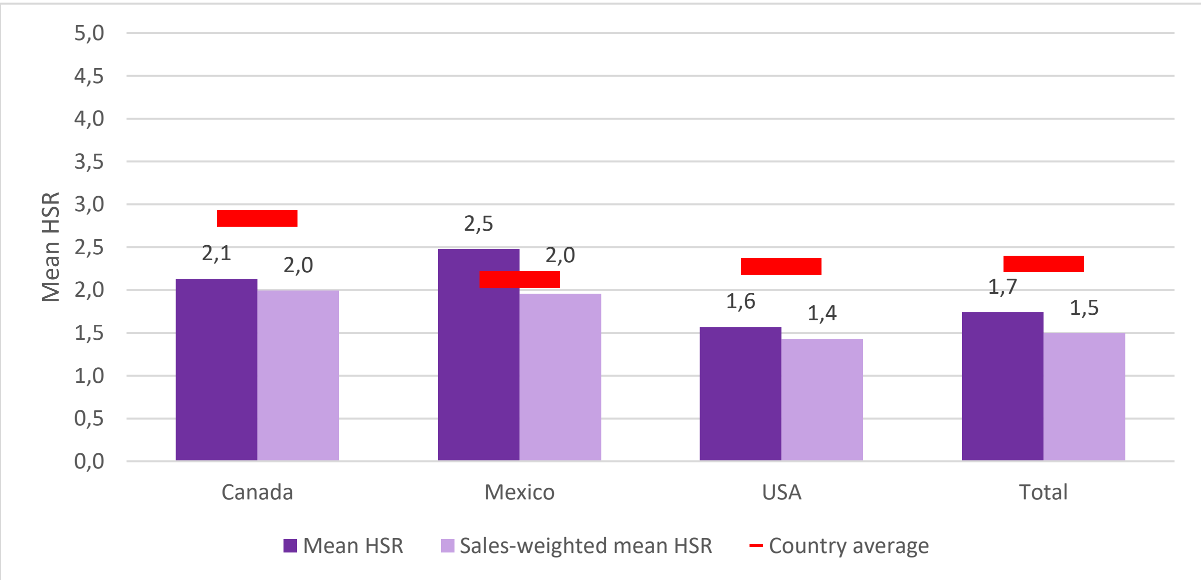
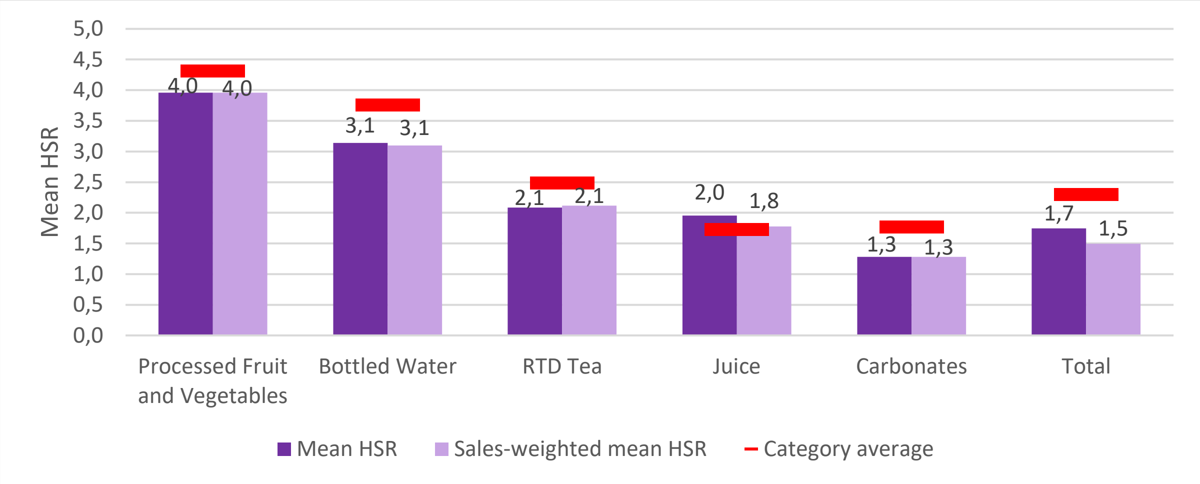


***Figure 17.2** Mean Health Star Rating by category for KDP products*



KDP had a lower than average overall mean HSR of 1.7 which decreased to 1.5 when results were weighted by sales (**Figure 17.1**) illustrating its products with lower HSRs accounted for a larger proportion of sales than those with higher HSRs. This was not surprising considering 'Carbonates' made up the majority of products examined in each country in this analysis and this was the poorest performing category (**Figure 17.2**). Out of the three countries, the USA had the lowest sales-weighted mean HSR (1.4). When results were examined by category, the highest mean HSR was seen in the 'Processed Fruit and Vegetables' category (4.0), followed by 'Bottled Water' (3.1), with 'Carbonates' the lowest mean HSR of all KDP product categories (1.3).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of KDP products considered "healthier" and sales-weighted proportion of KDP products considered "healthier"*

***Figure 17.3** Proportion of products considered "healthier" using the Health Star Rating by country for KDP*

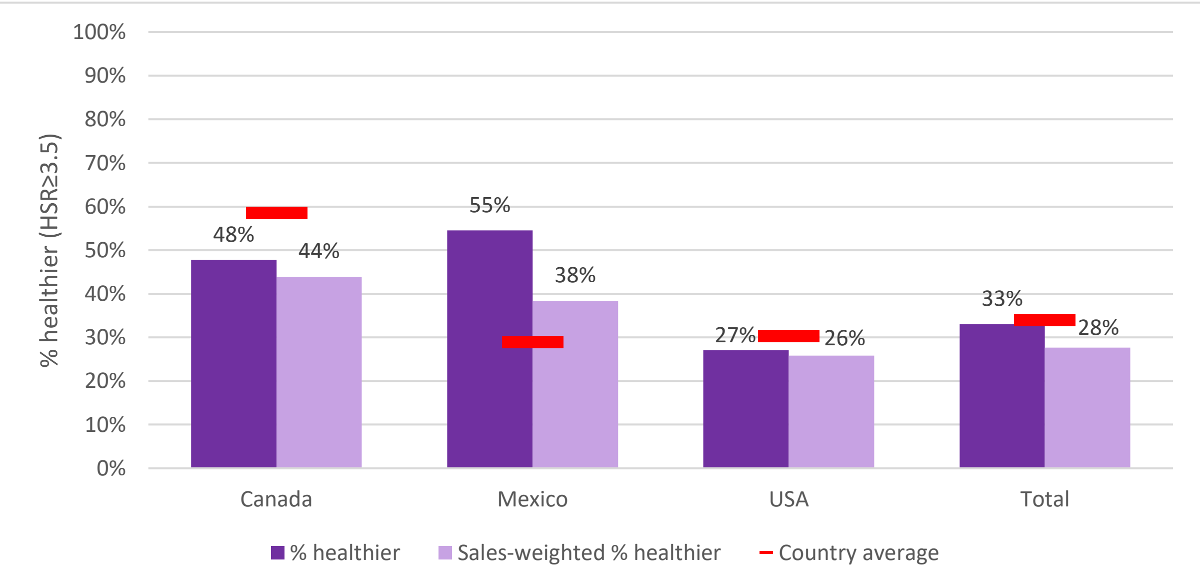
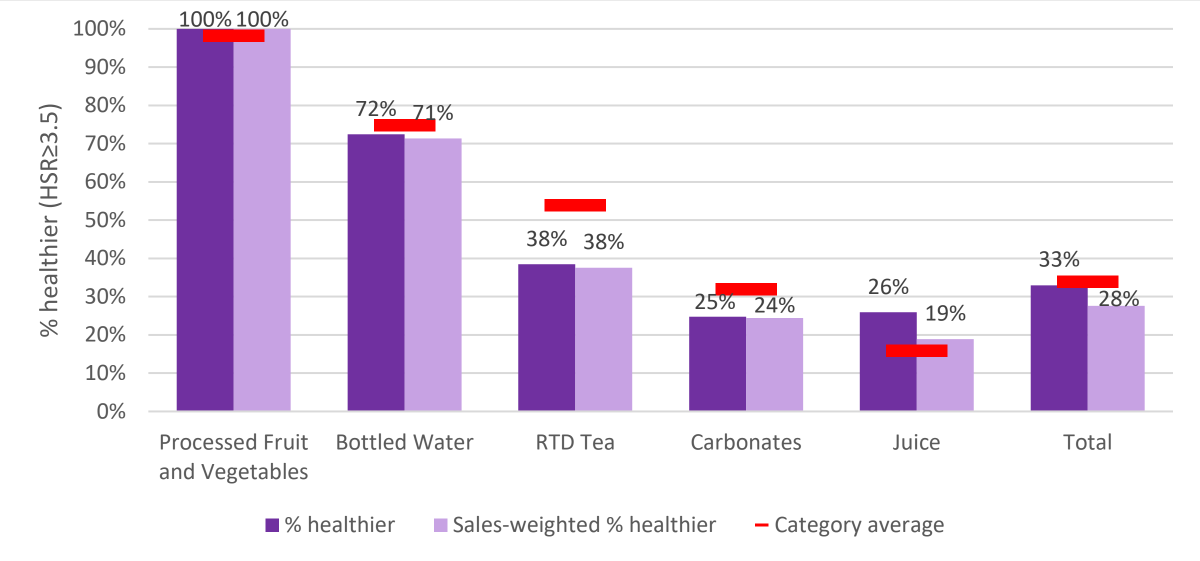


Figure 17.4 *Proportion of products considered "healthier" using the Health Star Rating by category for KDP*



Overall, KDP had 33% of products with an HSR of 3.5 or greater, which decreased to 28% when results were weighted by sales (**Figure 17.3**). The USA had the lowest sales-weighted proportion of products receiving an HSR of 3.5 or more (26%). The same trend as with the mean HSR was seen, with 'Processed Fruit and Vegetables' and 'Bottled Water' the two top performing categories under this metric (**Figure 17.5**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of KDP products meeting WHO criteria*

Figure 17.5 *Proportions of KDP products meeting WHO criteria for marketing to children – by Country*

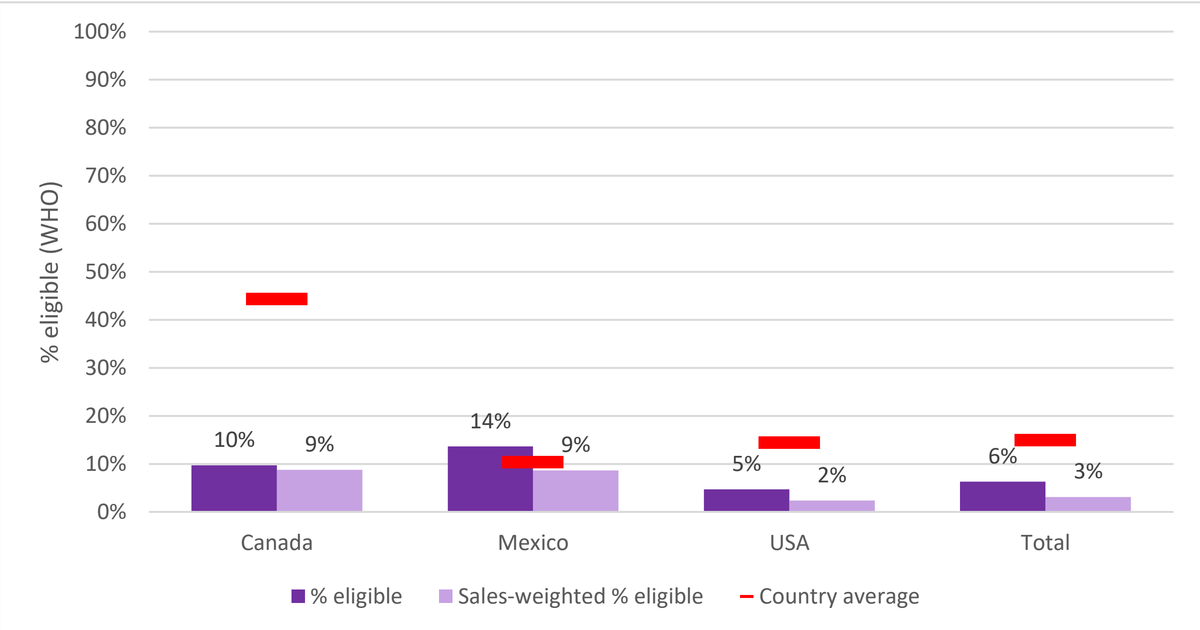
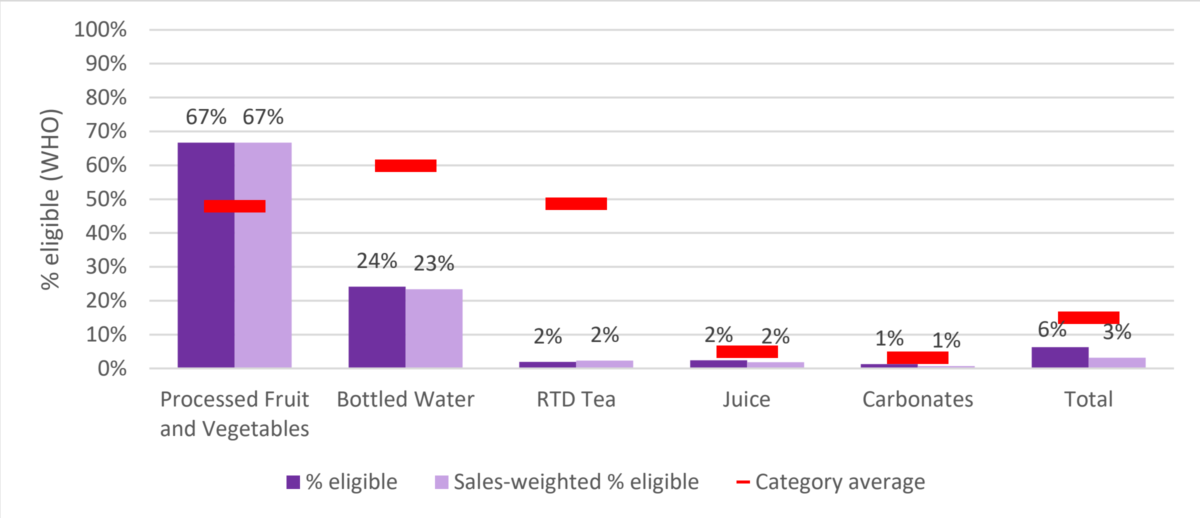


__Figure 17.6__ Proportions of KDP products meeting WHO criteria for marketing to children – by Category



Overall a very low proportion of KDP products (6%) were eligible for marketing to children under the WHO criteria (**Figure 17.5**), halving to only 3% when results were weighted by sales. The USA once again had the lowest proportion of products eligible for marketing to children before and after sales-weighting was applied (5% and 2%, respectively). Just as with the previous two metrics, 'Processed Fruit and Vegetables' and 'Bottled Water' performed best out of the five categories, with only 1% of 'Carbonates' eligible under the WHO criteria (**Figure 17.6**).

ANALYSIS 7: *Country and company results for KDP using Nutri-Score*

__Figure 17.7__ Proportions of KDP products meeting each color/letter rating under Nutri-Score – by Country

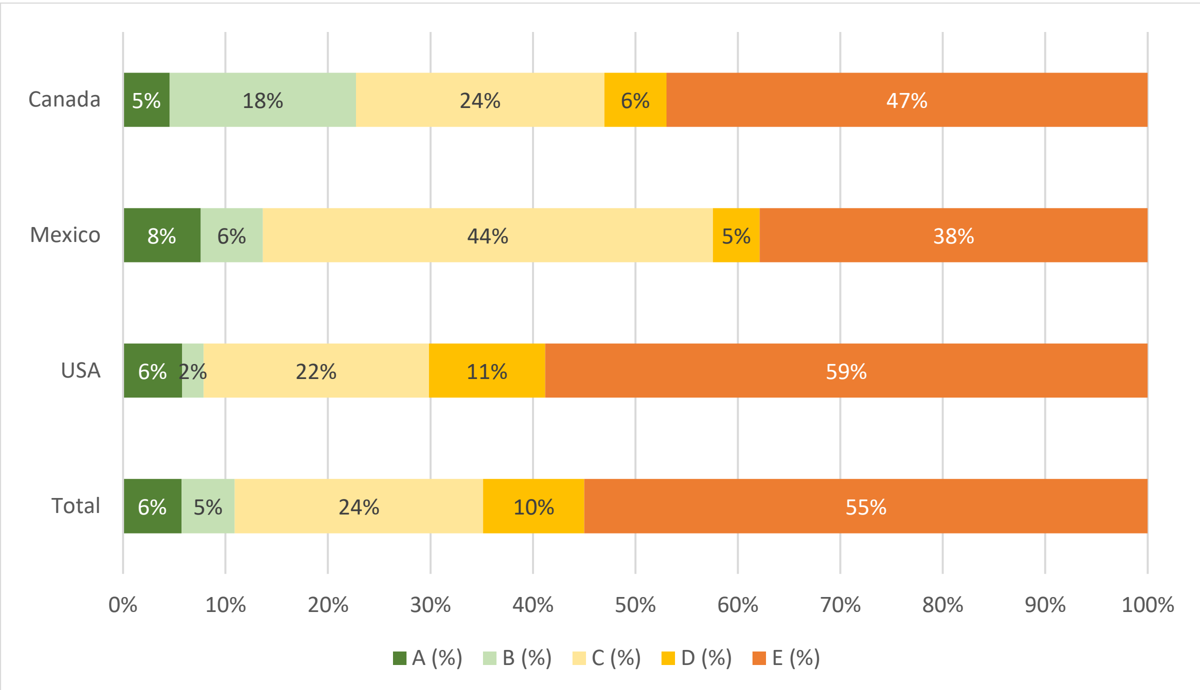
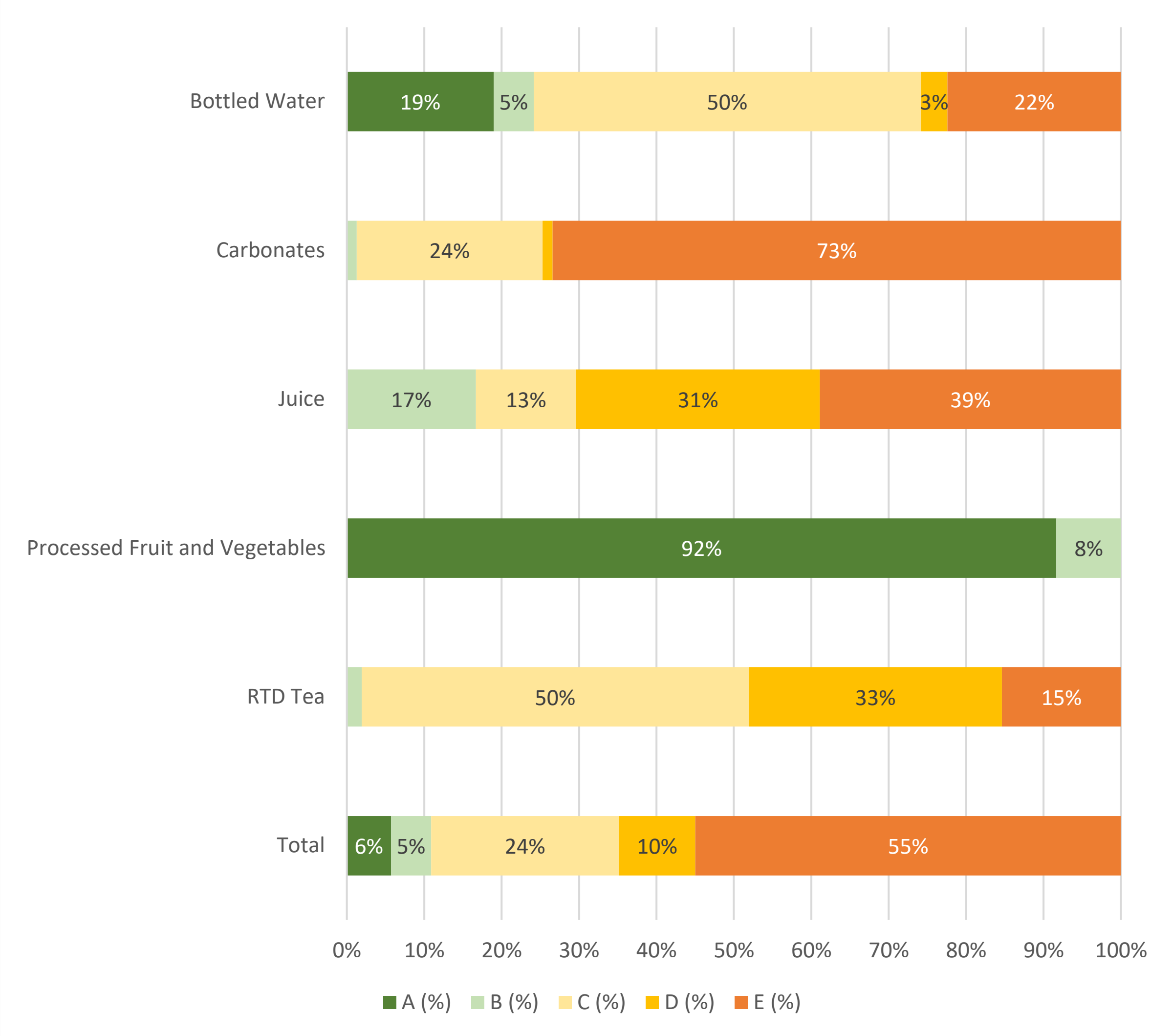


__Figure 17.8__ Proportions of KDP products meeting each color/letter rating under Nutri-Score – by Category



Overall, 55% of KDP's products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 10% of products received the second lowest rating (D; light orange). Only 6% of products received the highest rating (A-dark green), and 5% received the second highest rating (B-light green). Results varied between both countries and categories. Mexico had the lowest proportion of 'E' products (**Figure 17.7**) and 'Carbonates' had the highest proportion of products receiving a rating of 'E' (73%; **Figure 17.8**).

More specific results broken down by company and country for KDP can be seen in Appendix A.

COMPANY 18: KRAFT HEINZ

Products included

There were 2,768 identified products manufactured by Kraft Heinz in 11 countries. There was sufficient nutrient information for 2,763 products to generate a Health Star Rating and Nutri-Score rating, and for 2,768 to generate results for the WHO analysis. **Table 18.1** shows the breakdown of products in each category by country.

***Table 18.1** Number of Kraft Heinz products by country in each Euromonitor subset*

	AU	BR	CN	ID	KN	MX	NL	TZ	TH	UK	US	Total
Breakfast Cereals	0	0	0	0	0	0	8	0	0	0	0	**8**
Concentrates	0	0	0	7	0	0	62	0	0	0	166	**235**
Dairy	0	0	0	0	0	0	0	0	0	0	98	**98**
Juice	56	0	0	19	0	0	0	0	0	0	0	**75**
Processed Fruit and Vegetables	71	20	0	0	3	0	0	1	0	37	0	**132**
Processed Meat and Seafood	15	0	0	3	0	12	0	0	0	0	160	**190**
Ready Meals	0	0	0	0	0	0	0	0	0	45	519	**564**
Rice, Pasta and Noodles	0	0	0	0	0	0	26	0	0	0	0	**26**
Sauces, Dips and Condiments	143	53	193	79	9	46	93	7	34	127	525	**1,309**
Soup	55	0	0	0	0	0	8	0	0	68	0	**131**
Total	**340**	**73**	**193**	**108**	**12**	**58**	**197**	**8**	**34**	**277**	**1,468**	**2,768**
% sales*	**89%**	**100%**	**100%**	**94%**	**17%**	**27%**	**89%**	**100%**	**100%**	**100%**	**91%**	**91%**

* Note that this value indicates % sales from included categories for each country.

The 11 countries used in this analysis represented 70% of Kraft Heinz global food and beverage sales in 2022. Of these 11 countries, the USA represented the highest proportion of revenue (81%) and Kenya the lowest (<1%). Within each country, the included categories represented between 17% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the 10 product categories included in analysis, 'Sauces, Dips and Condiments' represented the largest number of products and 'Dairy' the largest proportion of sales (27%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Kraft Heinz products and sales-weighted mean nutrient profile of Kraft Heinz products*

Figure 18.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Kraft Heinz products*

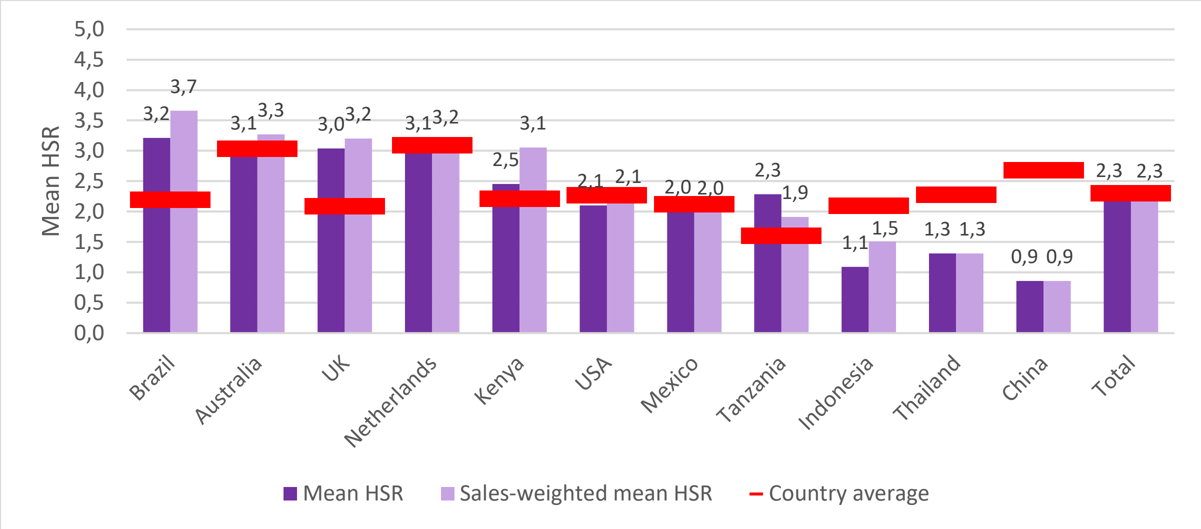
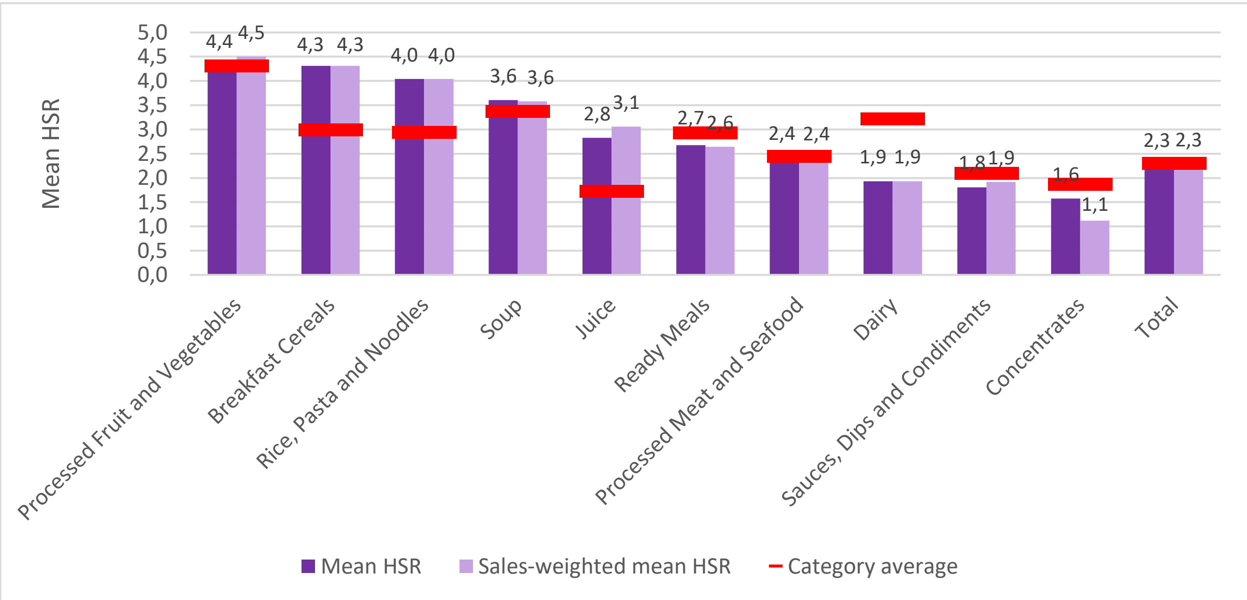


Figure 18.2 *Mean Health Star Rating by category for Kraft Heinz products*



Kraft Heinz had a mean HSR of 2.3 which remained the same when results were weighted by sales (**Figure 18.1**). Brazil had the highest sales-weighted mean HSR (3.7), with China the lowest with 0.9. Not surprisingly, ‘Processed Fruit and Vegetables’ had the highest sales-weighted mean HSR (4.5) followed by ‘Breakfast Cereals’ (4.3), with ‘Concentrates’ the lowest (1.1; **Figure 18.2**).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Kraft Heinz products considered "healthier" and sales-weighted proportion of Kraft Heinz products considered "healthier"*

Figure 18.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Kraft Heinz*

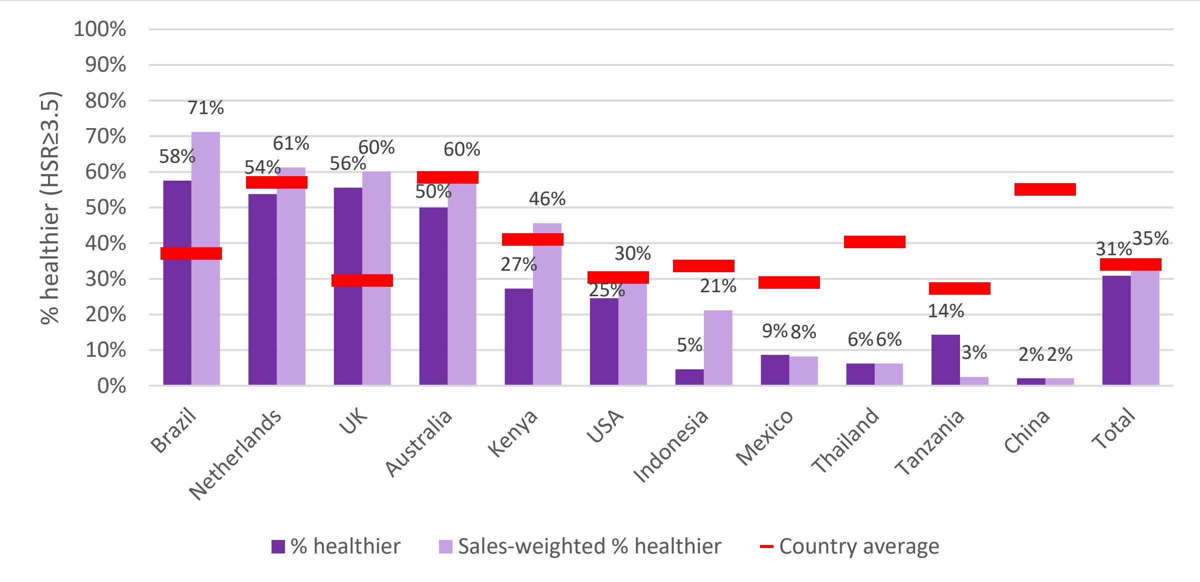
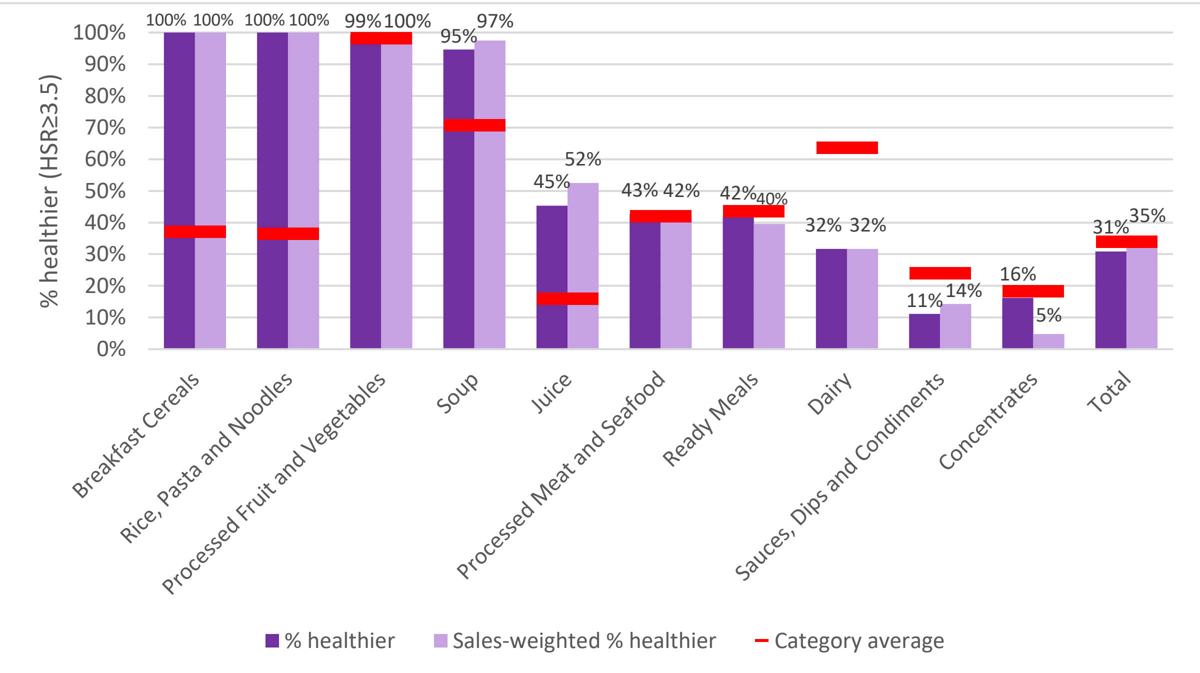


Figure 18.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Kraft Heinz*



Overall, 31% of Kraft Heinz products had an HSR of 3.5 or greater, increasing to 35% after results were weighted by sales (**Figure 18.3**). Brazil had the highest sales-weighted proportion of 'healthier' products (71%) followed by the UK (61%), with China the lowest (2%). 'Breakfast Cereals', 'Rice, Pasta and Noodles' and 'Processed Fruit and Vegetables' all had 100% of sales-weighted products considered healthier using this metric (**Figure 18.4**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Kraft Heinz products meeting WHO criteria*

Figure 18.5 *Proportion of Kraft Heinz products meeting WHO criteria for marketing to children – by Country*

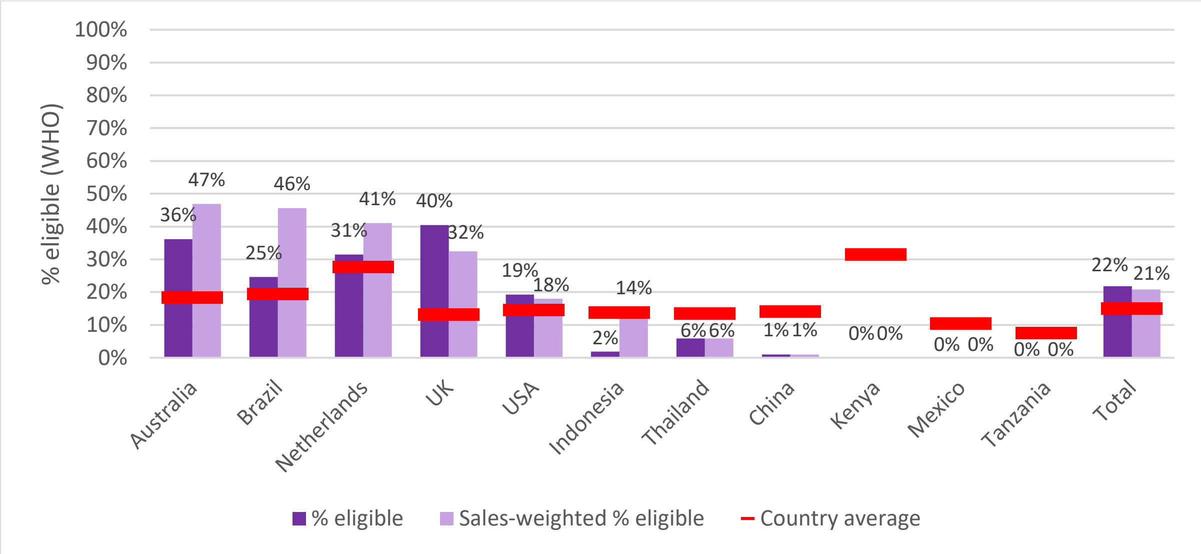
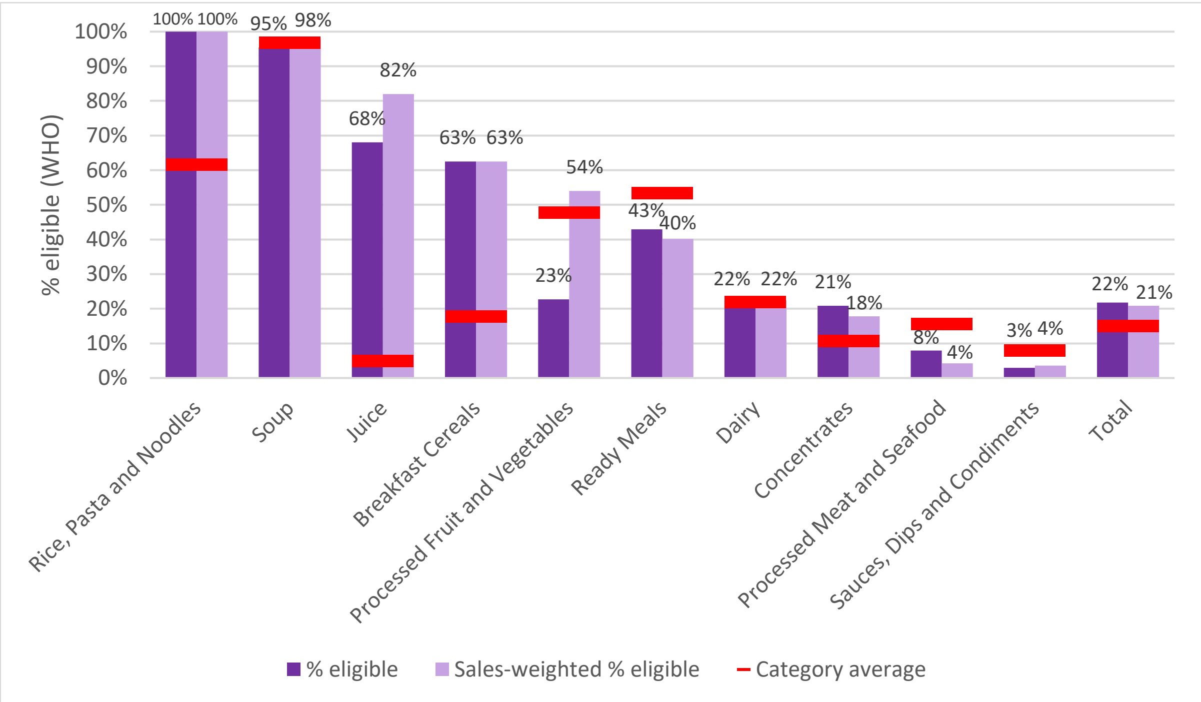


Figure 18.6 *Proportion of Kraft Heinz products meeting WHO criteria for marketing to children – by Category*



Overall, 22% of Kraft Heinz products eligible to be marketed to children decreasing slightly to 21% when results were weighted by sales (**Figure 18.5**). Australia had the highest sales-weighted proportion of eligible products (47%) followed by Brazil (46%), with Kenya, Mexico and Tanzania all having 0% eligible under the WHO criteria. 'Rice, Pasta and Noodles' was the category with the highest sales-weighted proportion of eligible products (100%) followed by 'Soup' (98%; **Figure 18.6**).

ANALYSIS 7: *Country and company results for Kraft Heinz using Nutri-Score*

Figure 18.7 *Proportions of Kraft Heinz products meeting each color/letter rating under Nutri-Score – by Country*

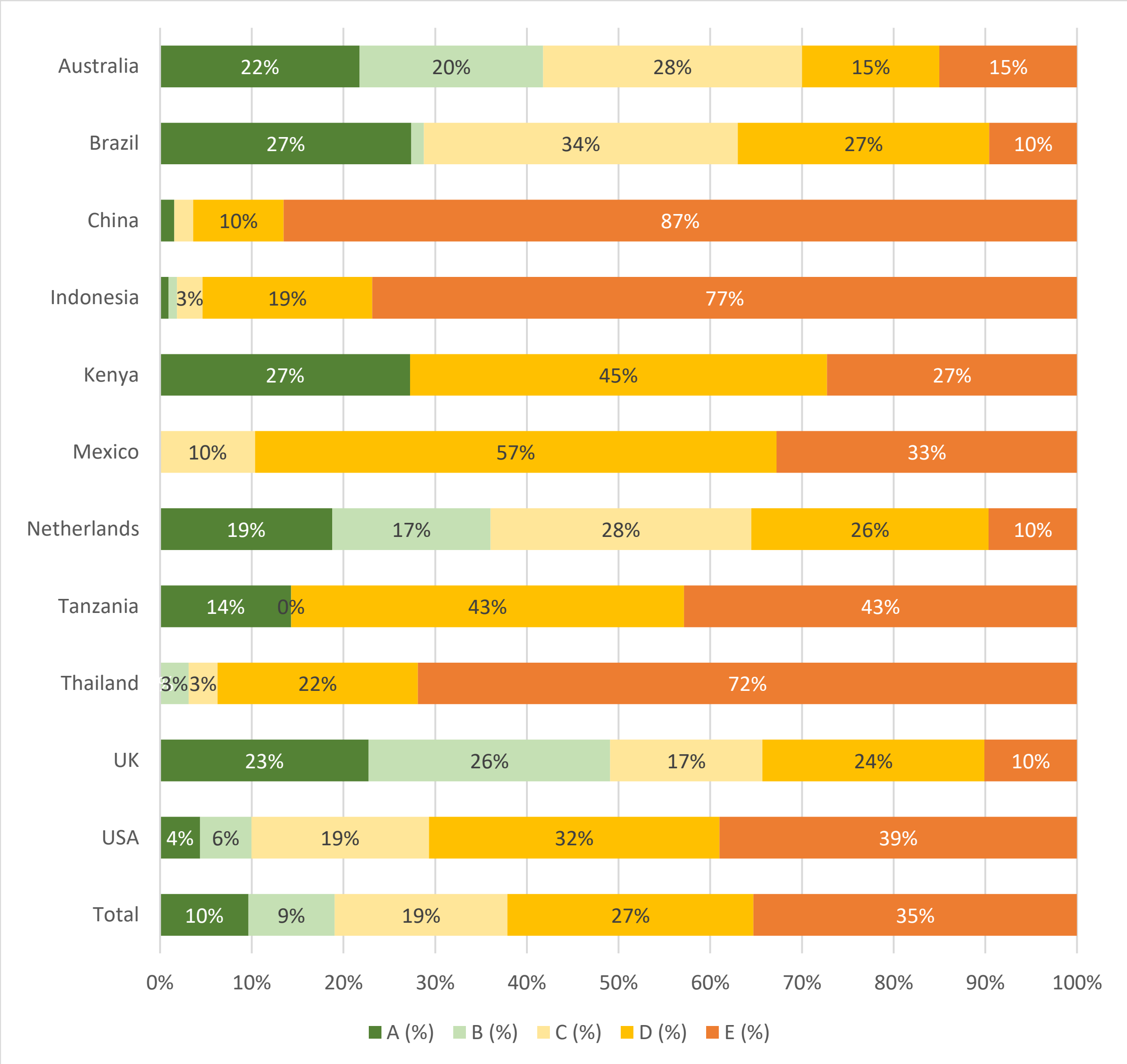
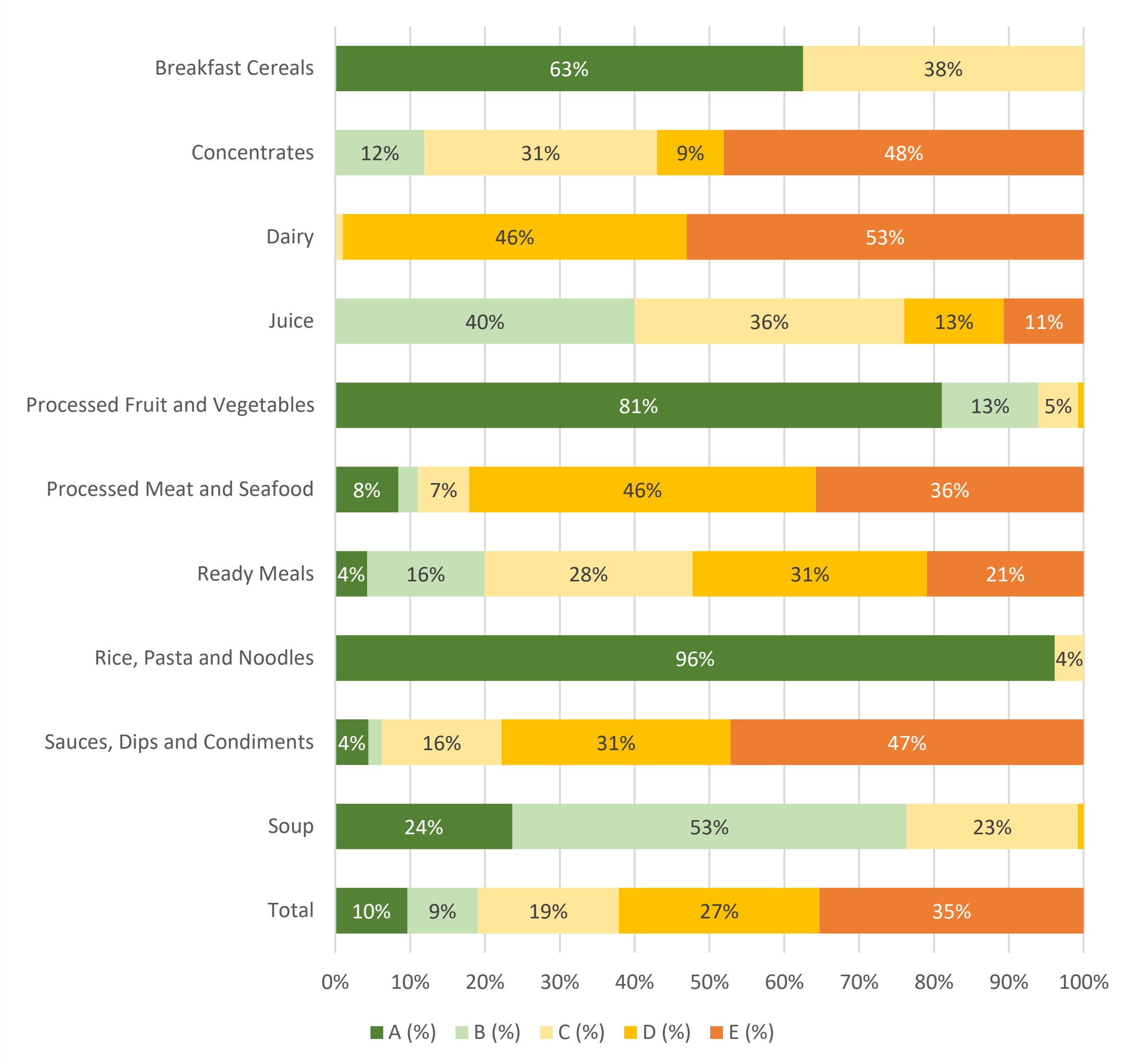


Figure 18.8 *Proportions of Kraft Heinz products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 35% of Kraft Heinz's products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 27% of products received the second lowest rating (D; light orange). Only 10% of products received the highest rating (A-dark green), with 9% receiving the second highest rating (B-light green). Results varied between both countries and categories. China had the highest proportion of 'E' products (**Figure 18.7**) and 'Dairy had the highest proportion of products receiving a rating of 'E' (53%; **Figure 18.8**).

More specific results broken down by company and country for Kraft Heinz can be seen in Appendix A.

COMPANY 19: LACTALIS

Products included

There were 2,657 identified products manufactured by Lactalis in 10 countries. There was sufficient nutrient information for 2,560 products to generate a Health Star Rating, for 2,636 to generate results for the WHO analysis, and 2,521 products to generate a Nutri-Score rating. **Table 19.1** shows the breakdown of products in each category by country.

Table 19.1 *Number of Lactalis products by country in each Euromonitor subset*

	Dairy	Juice	RTD Coffee	Sauces, Dips and Condiments	Total	% sales*
Australia	351	0	14	0	**365**	**100%**
Brazil	529	0	0	13	**542**	**100%**
France	864	0	0	0	**864**	**100%**
India	59	0	0	0	**59**	**100%**
Mexico	34	0	0	0	**34**	**100%**
Philippines	69	0	0	0	**69**	**100%**
South Africa	222	12	0	0	**234**	**100%**
Thailand	16	0	0	0	**16**	**100%**
USA	418	0	0	0	**418**	**100%**
Vietnam	56	0	0	0	**56**	**100%**
Total	**2,618**	**12**	**14**	**13**	**2,657**	**100%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in this analysis represented 47% of Lactalis global food and beverage sales in 2022. Of these 10 countries, France represented the highest proportion of sales (32%) and Vietnam the lowest (<1%). Within each country, the included categories represented 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the four product categories included in analysis, 'Dairy' had the highest sales value and the largest number of products.

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Lactalis products and sales-weighted mean nutrient profile of Lactalis products*

Figure 19.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Lactalis products*

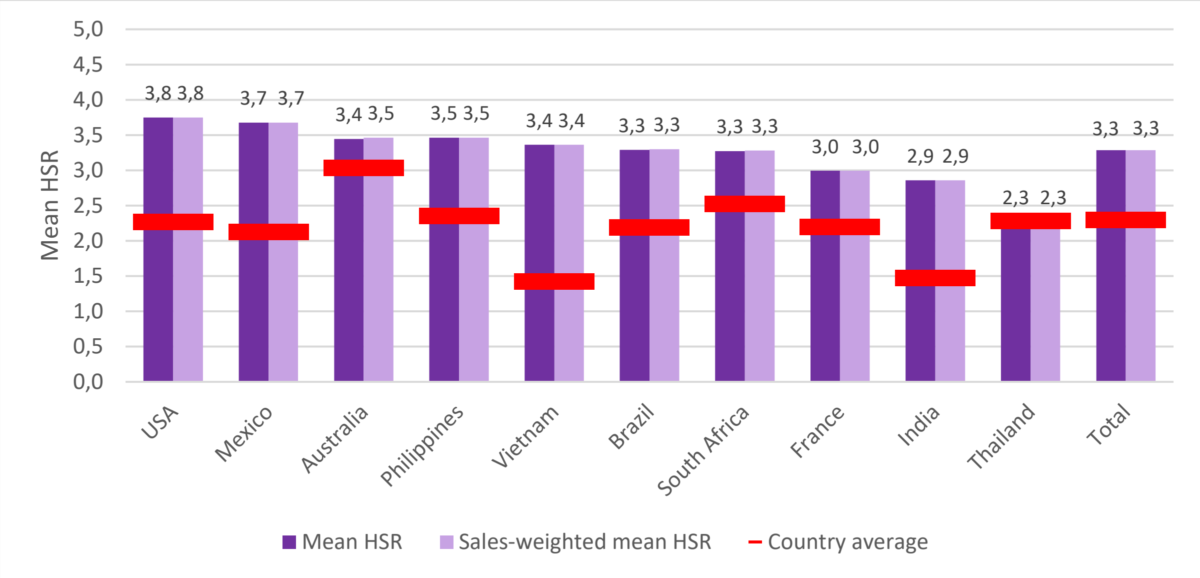
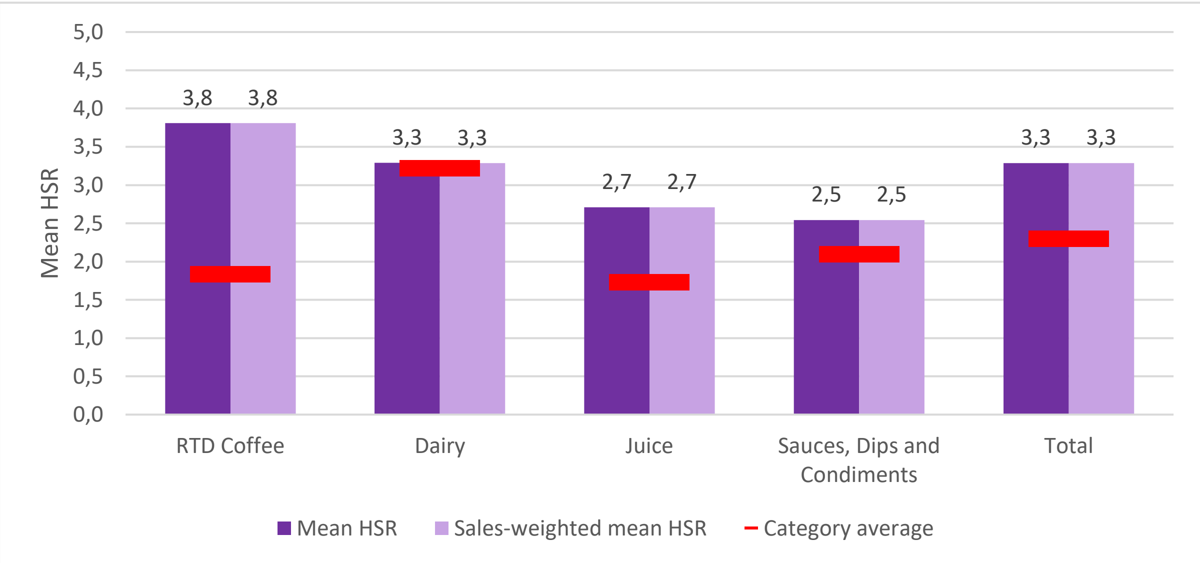


Figure 19.2 *Mean Health Star Rating by category for Lactalis products*



Lactalis had an overall mean HSR of 3.3 which stayed the same when results were weighted by sales (**Figure 19.1**). Out of the 10 countries included in analysis, the USA had the highest mean HSR both before and after results were weighted by sales (3.8), with Thailand having the lowest with 2.3. When Lactalis results were examined by category (**Figure 19.2**), the highest mean HSR was seen in the 'RTD Coffee' category (3.8), followed by 'Dairy' (3.3), with 'Sauces, Dips and Condiments' having the lowest mean HSR (2.5). Lactalis mean HSRs were all above or at the average for all companies combined.

<u>ANALYSIS 3 and 4:</u> *Country and category rankings based upon proportion of Lactalis products considered "healthier" and sales-weighted proportion of Lactalis products considered "healthier"*

Figure 19.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Lactalis*

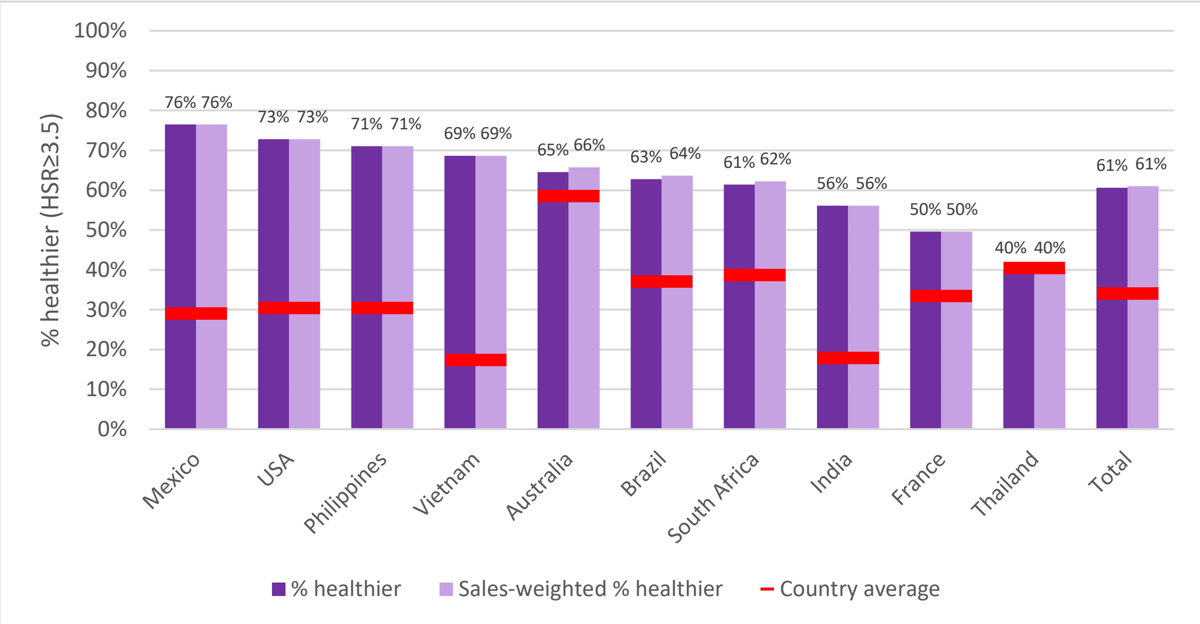
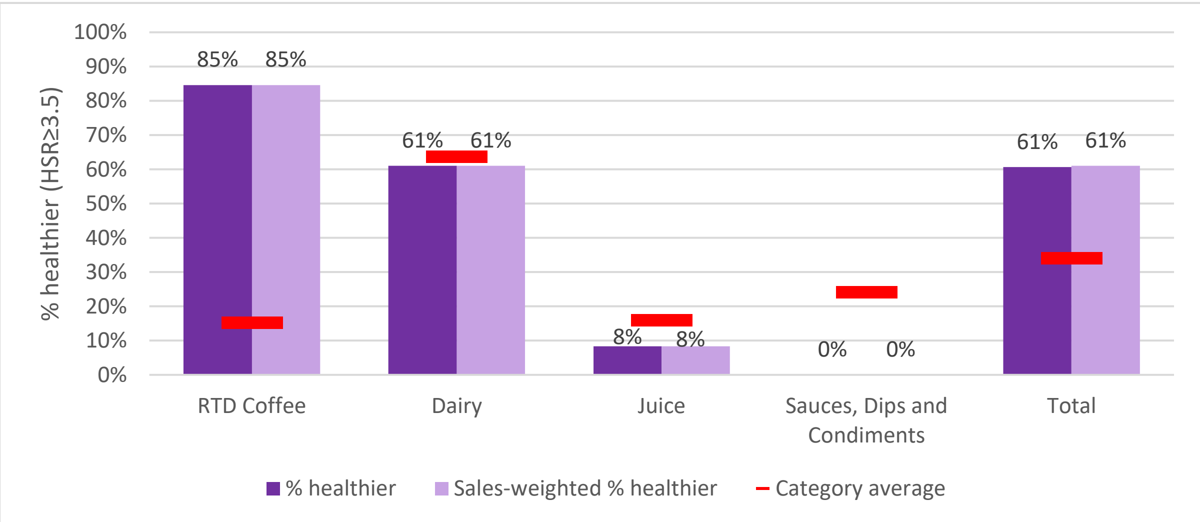


Figure 19.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Lactalis*



Overall, Lactalis had 61% of products with an HSR of 3.5 or greater both before and after sales-weighting was applied (**Figure 19.3**). Mexico had the highest proportion of products receiving an HSR of 3.5 or more (76%) and Thailand the lowest with 40%. The 'RTD Coffee' category had the highest proportion of products with an HSR≥3.5 (85%), followed by 'Dairy' with 61% (**Figure 19.4**). 'Sauces, Dips and Condiments' had 0% of products with an HSR≥3.5.

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Lactalis products meeting WHO criteria*

Figure 19.5 *Proportions of Lactalis products meeting WHO criteria for marketing to children – by Country*

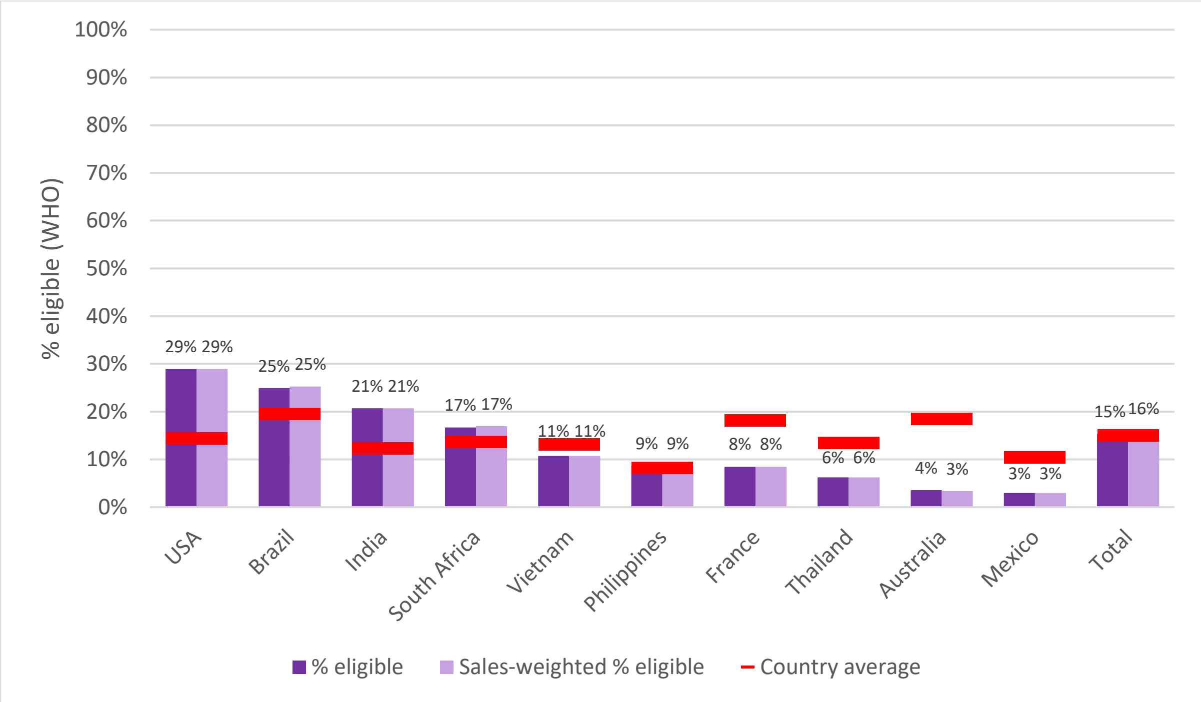
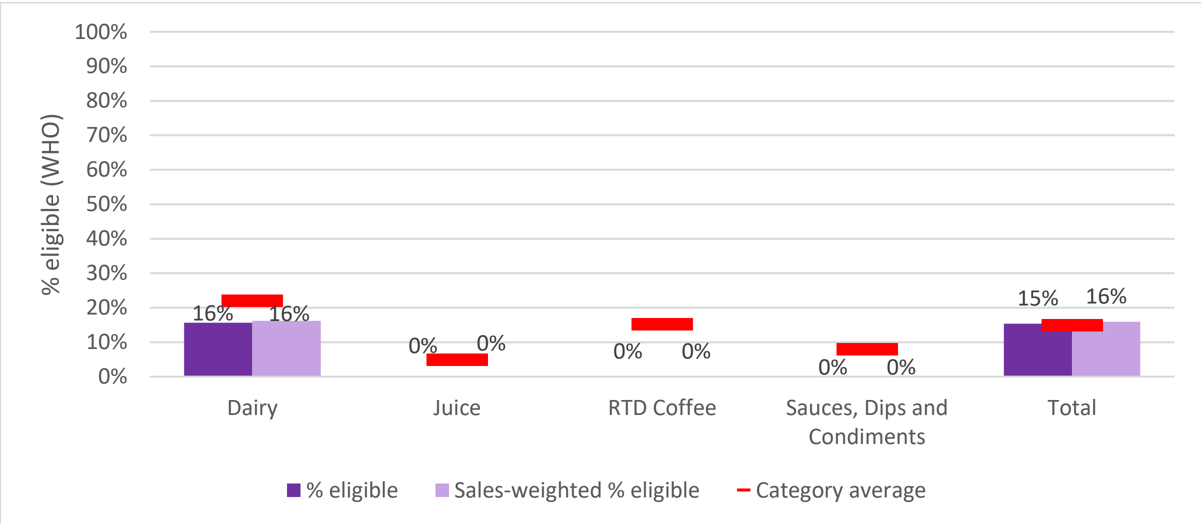


Figure 19.6 *Proportions of Lactalis products meeting WHO criteria for marketing to children – by Category*



Overall a low proportion of Lactalis products (15%) were eligible for marketing to children under the WHO criteria (**Figure 19.5)**. The USA had the highest proportion of products eligible for marketing to children (29%) with Mexico the lowest (3%). These results are in contrast to the HSR results, driven by differences in the way 'Dairy' products fare under the WHO algorithm versus the WHO algorithm. 'Dairy' was the only category that had eligible products under the WHO algorithm.

ANALYSIS 7: *Country and company results for Lactalis using Nutri-Score*

Figure 19.7 *Proportions of Lactalis products meeting each color/letter rating under Nutri-Score – by Country*

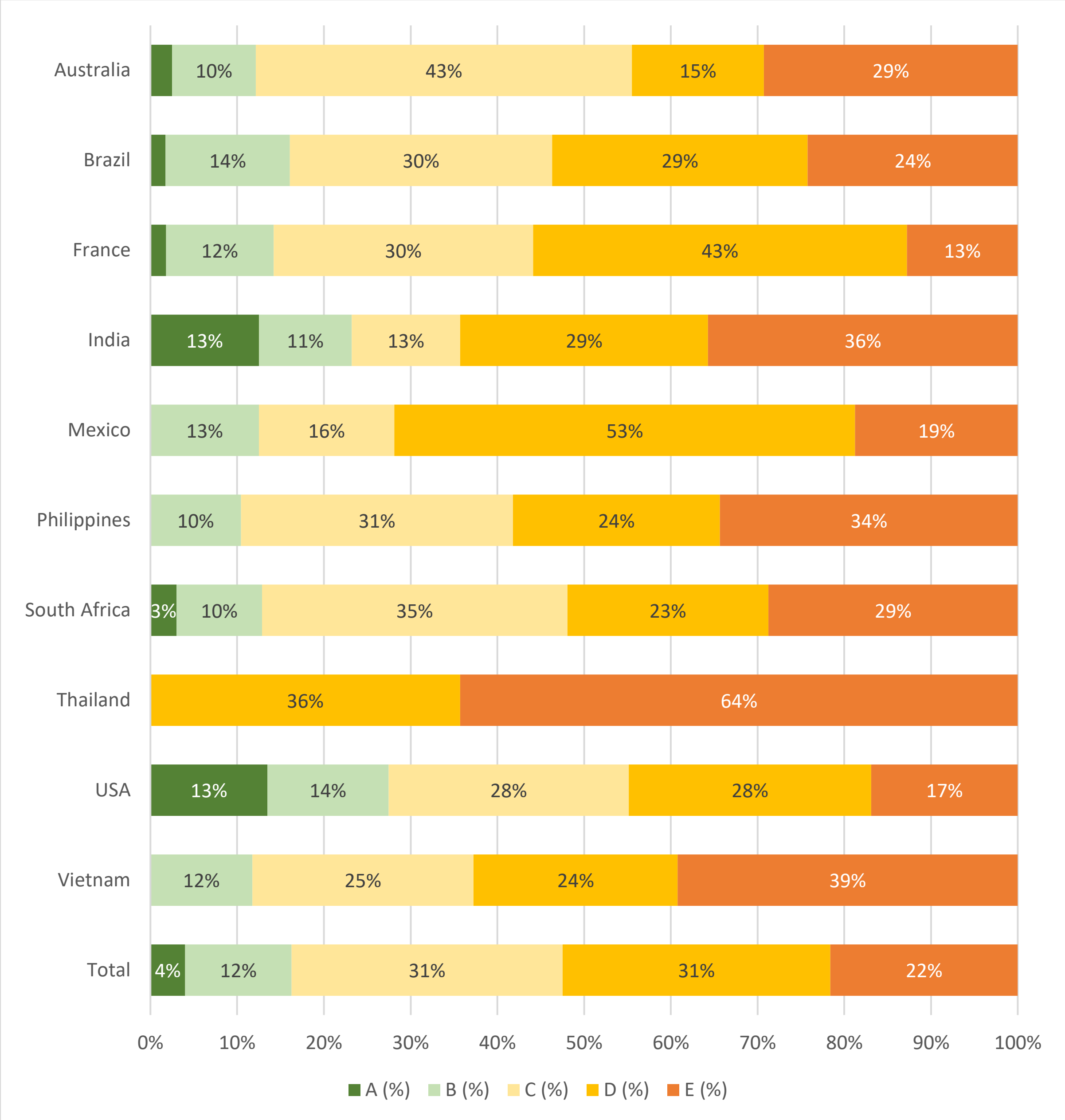
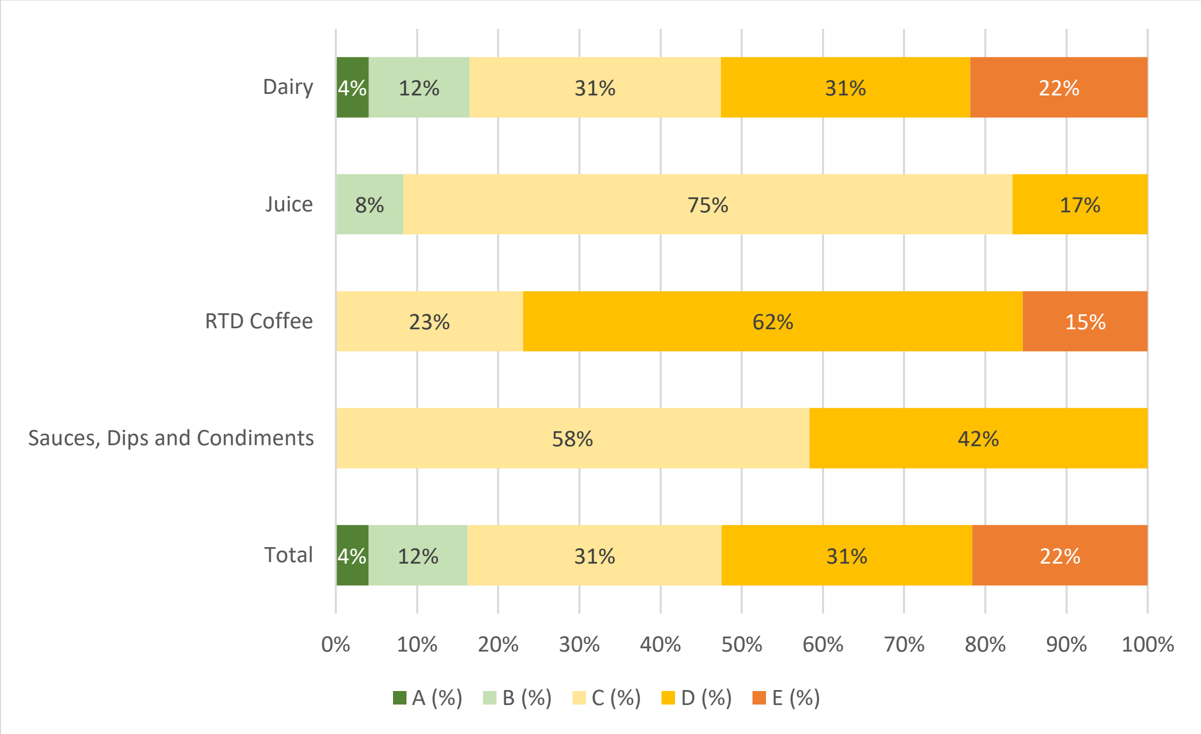


Figure 19.8 *Proportions of Lactalis products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 22% of Lactalis products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 31% of products received the second lowest rating (D; light orange). Only 4% of products received the highest rating (A-dark green), with 12% receiving the second highest rating (B-light green). Results varied between both countries and categories, however all countries and categories generally appeared to be rated quite average under Nutri-Score. 'Dairy' was the only category to have any 'A' products (**Figure 19.8**). Thailand was the only country to not have any products rated A-dark green or B-light green (**Figure 19.7**).

More specific results broken down by company and country for Lactalis can be seen in Appendix A.

COMPANY 20: LOTTE

Products included

There were 1,990 identified products manufactured by Lotte in 9 countries. There was sufficient nutrient information for 1,964 products to generate a Health Star Rating and Nutri-Score rating, and for 1,990 to generate results for the WHO analysis. **Table 20.1** shows the breakdown of products in each category by country.

***Table 20.1** Number of Lotte products by country in each Euromonitor subset*

	Baked Goods	Confectionery	Ice Cream	Sweet Biscuits	Total	% sales*
Australia	0	19	0	0	19	**100%**
China	11	47	0	17	75	**100%**
India	19	45	79	0	143	**100%**
Indonesia	11	19	0	0	30	**100%**
Japan	210	792	308	194	1,504	**100%**
Kenya	0	27	0	0	27	**100%**
Philippines	0	0	0	22	22	**100%**
Thailand	0	21	0	58	79	**100%**
Vietnam	0	22	0	69	91	**100%**
Total	**251**	**992**	**387**	**360**	**1,990**	**100%**

* Note that this value indicates % sales from included categories for each country.

The nine countries used in this analysis represented 42% of Lotte global food and beverage sales in 2022. Of these nine countries, Japan represented the highest revenue by far, with 86% of revenue out of the included countries. Within each country, the included categories represented 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the four product categories included in analysis, ‘Confectionery’ represented the highest proportion of sales, with 41%.

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Lotte products and sales-weighted mean nutrient profile of Lotte products*

Figure 20.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Lotte products*

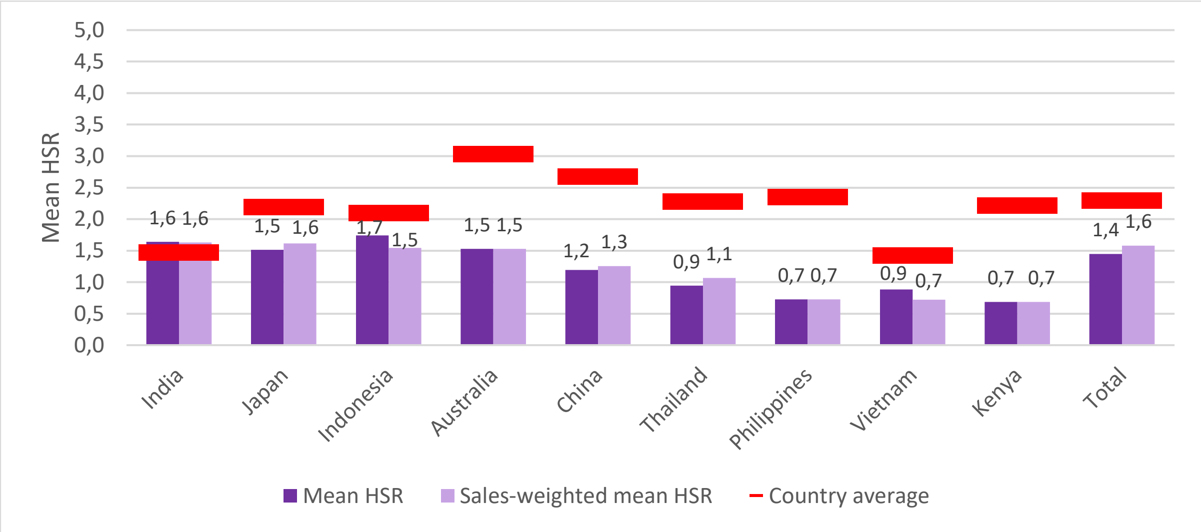
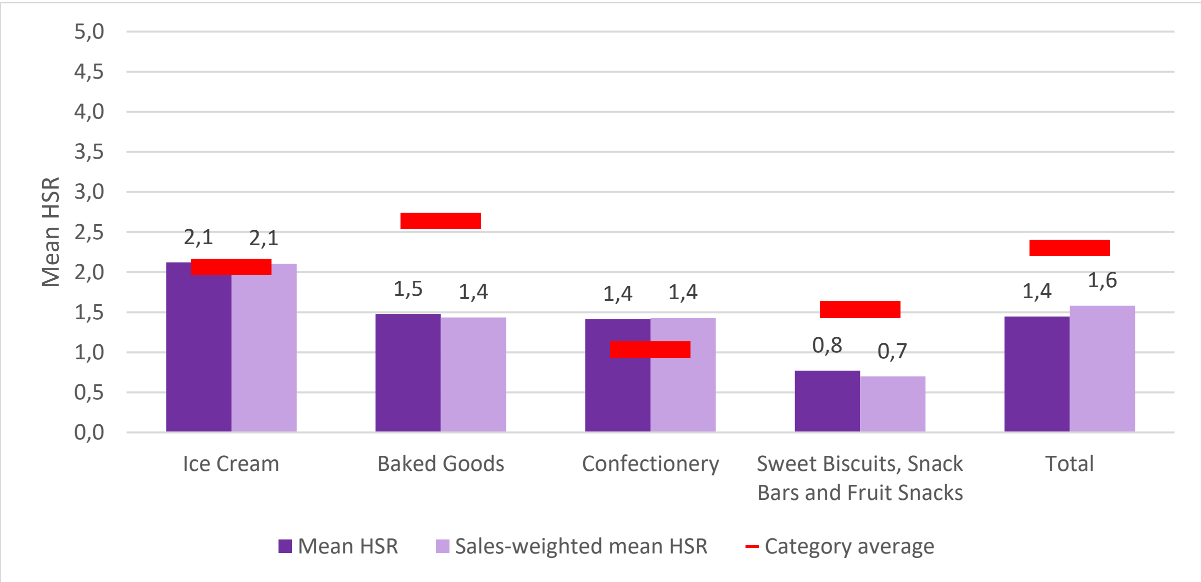


Figure 20.2 *Mean Health Star Rating by category for Lotte products*



Lotte had a relatively low overall mean HSR of 1.4, which increased slightly to 1.6 when results were weighted by sales (**Figure 20.1**). Indonesia had the highest mean HSR (1.7), however, once sales-weighting was applied, Japan and India led with a sales-weighted mean HSR of 1.6. Kenya had the lowest mean HSR both before and after sales-weighting was applied. When results were examined by category (**Figure 20.2**), the highest mean HSR was seen in the 'Ice Cream' category (2.1), with 'Sweet Biscuits, Snack Bars and Fruit Snacks' having the lowest sales-weighted mean HSR of all Lotte categories (0.7).

<u>ANALYSIS 3 and 4:</u> *Country and category rankings based upon proportion of Lotte products considered "healthier" and sales-weighted proportion of Lotte products considered "healthier"*

Figure 20.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Lotte*

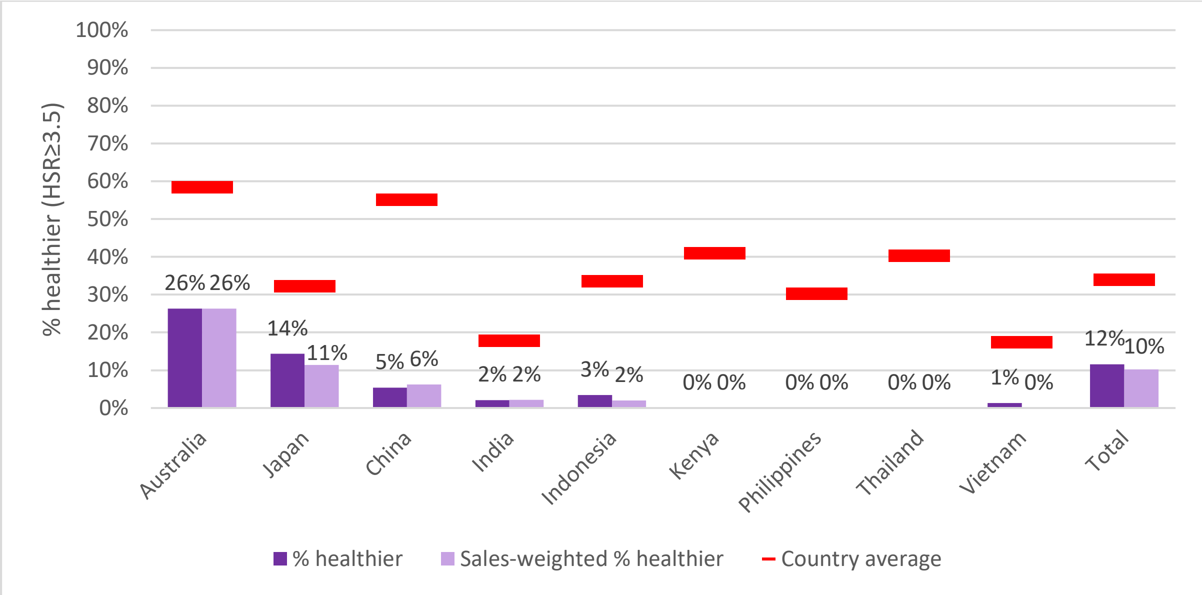
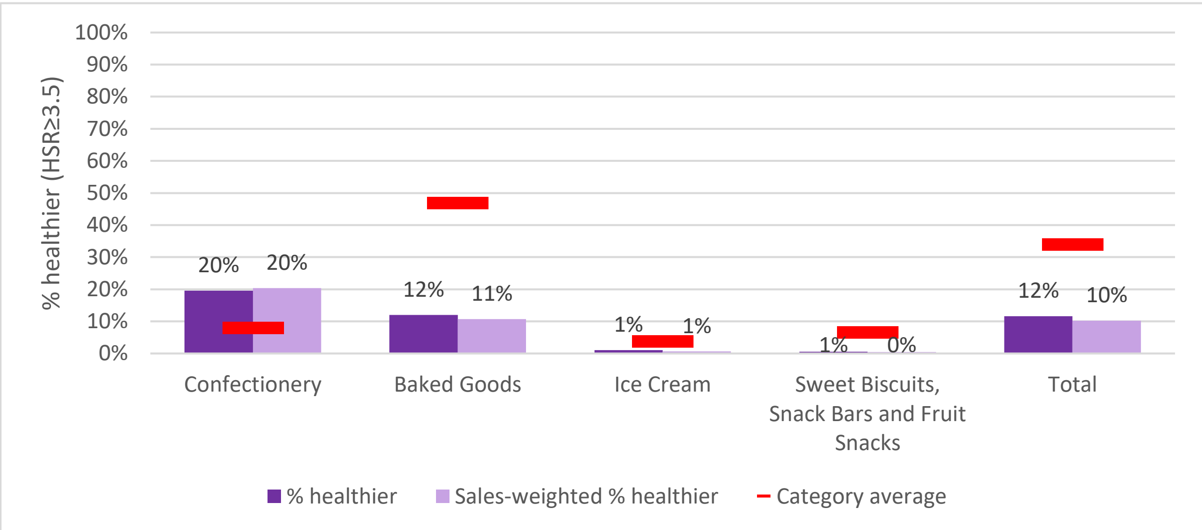


Figure 20.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Lotte*



Overall, Lotte had 12% of sales with an HSR of 3.5 or greater, decreasing slightly to 10% after sales-weighting was applied (**Figure 20.3**). Four countries (Kenya, the Philippines, Thailand and Vietnam) all had zero products considered 'healthier'. Australia had the highest proportion of healthier products both before and after sales-weighting (26%). 'Confectionery' had the highest proportion of products with ≥3.5 HSR (**Figure 20.4**) followed by 'Baked Goods'.

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Lotte products meeting WHO criteria*

Figure 20.5 *Proportions of Lotte products meeting WHO criteria for marketing to children – by Country*

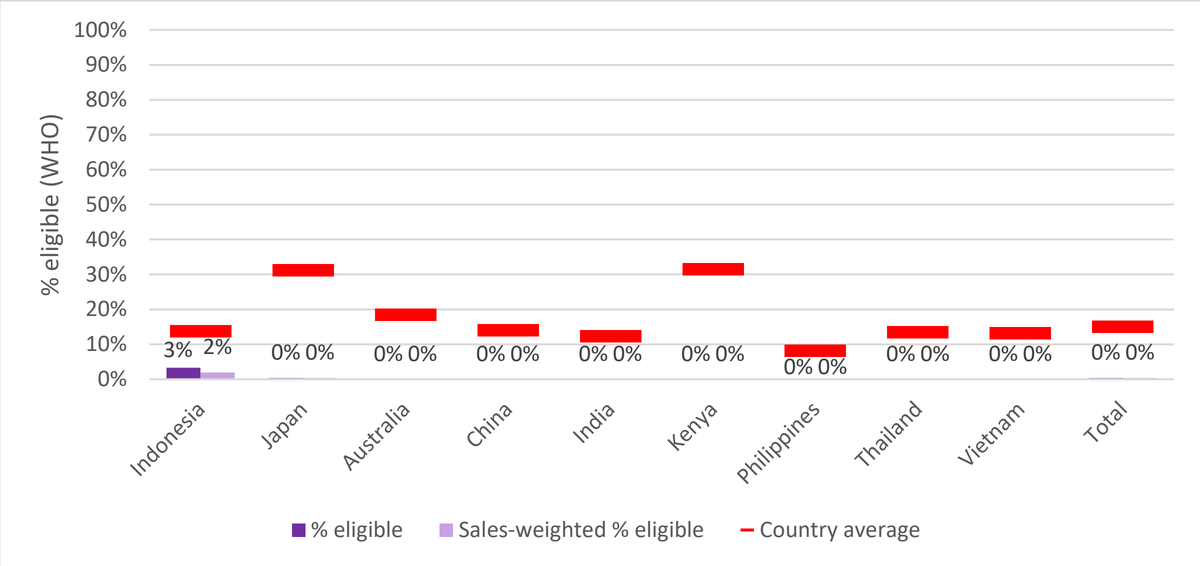
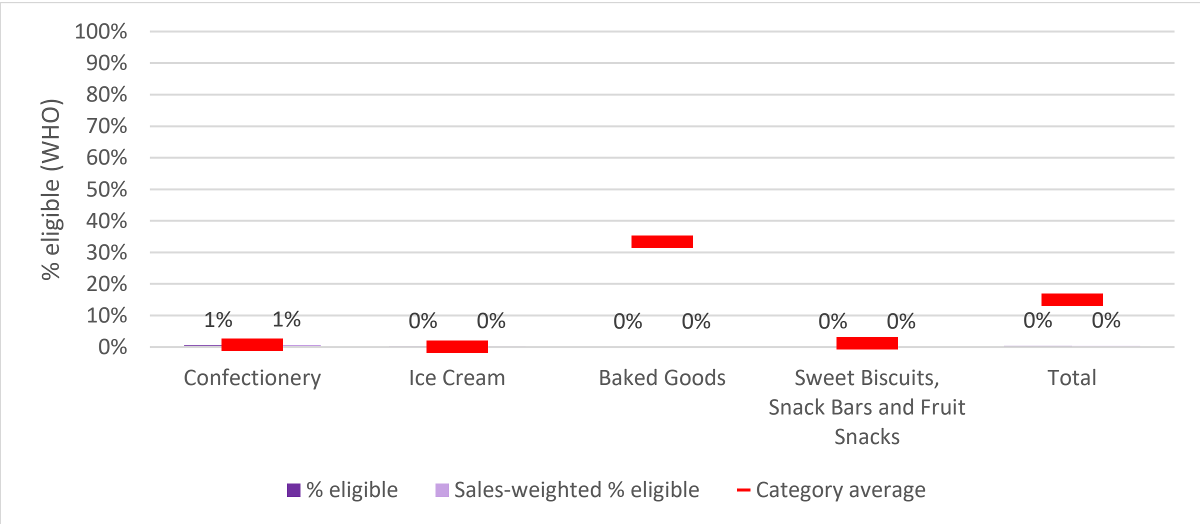


Figure 20.6 *Proportions of Lotte products meeting WHO criteria for marketing to children – by Category*



Overall 0% of Lotte products were eligible for marketing to children under the WHO criteria (**Figure 20.5**) due to most products fitting into WHO categories that are automatically considered ineligible regardless of their nutritional profile (e.g. confectionery). Indonesia was the only country with eligible products.

ANALYSIS 7: *Country and company results for Lotte using Nutri-Score*

Figure 20.7 *Proportions of Lotte products meeting each color/letter rating under Nutri-Score – by Country*

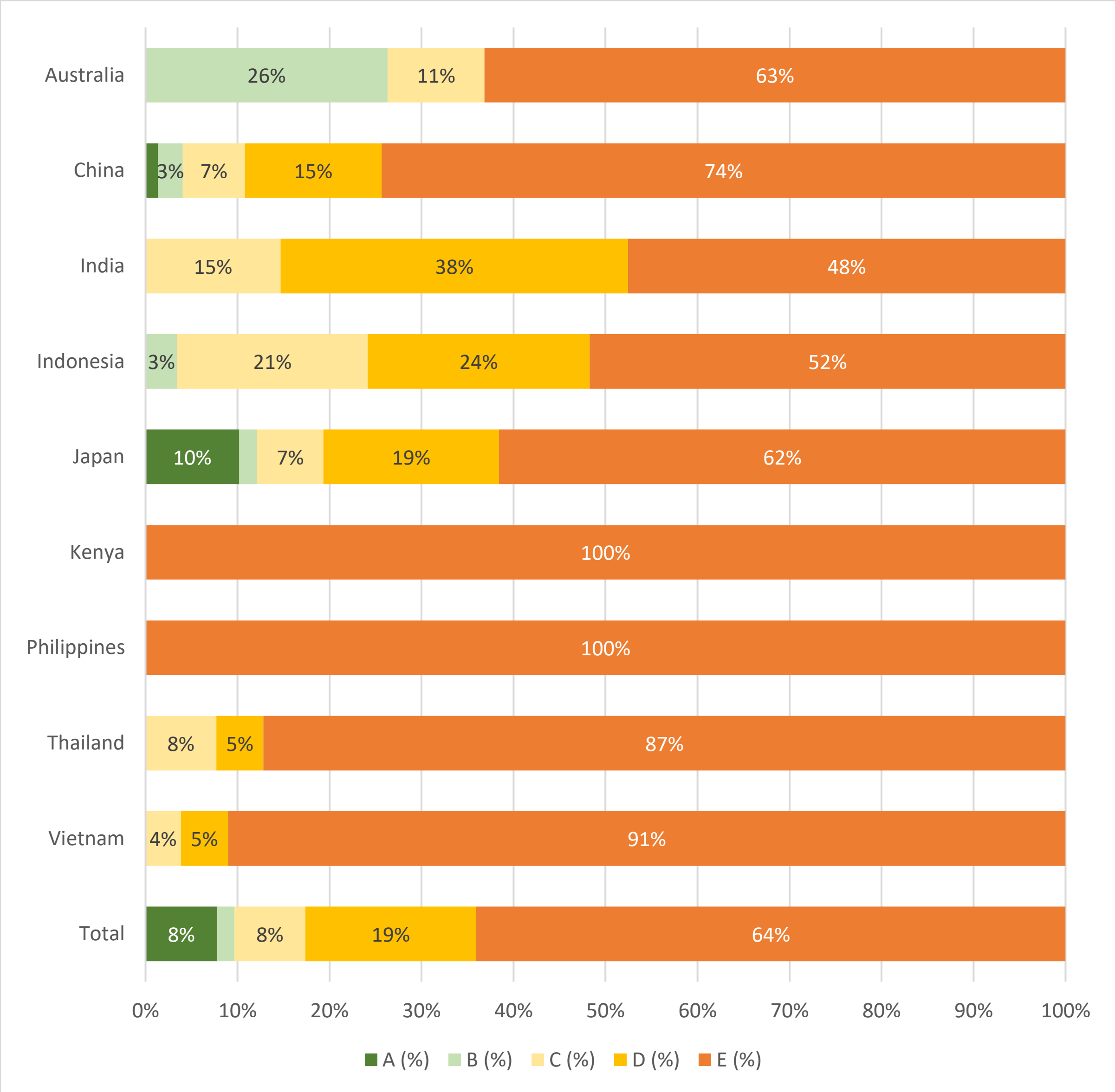
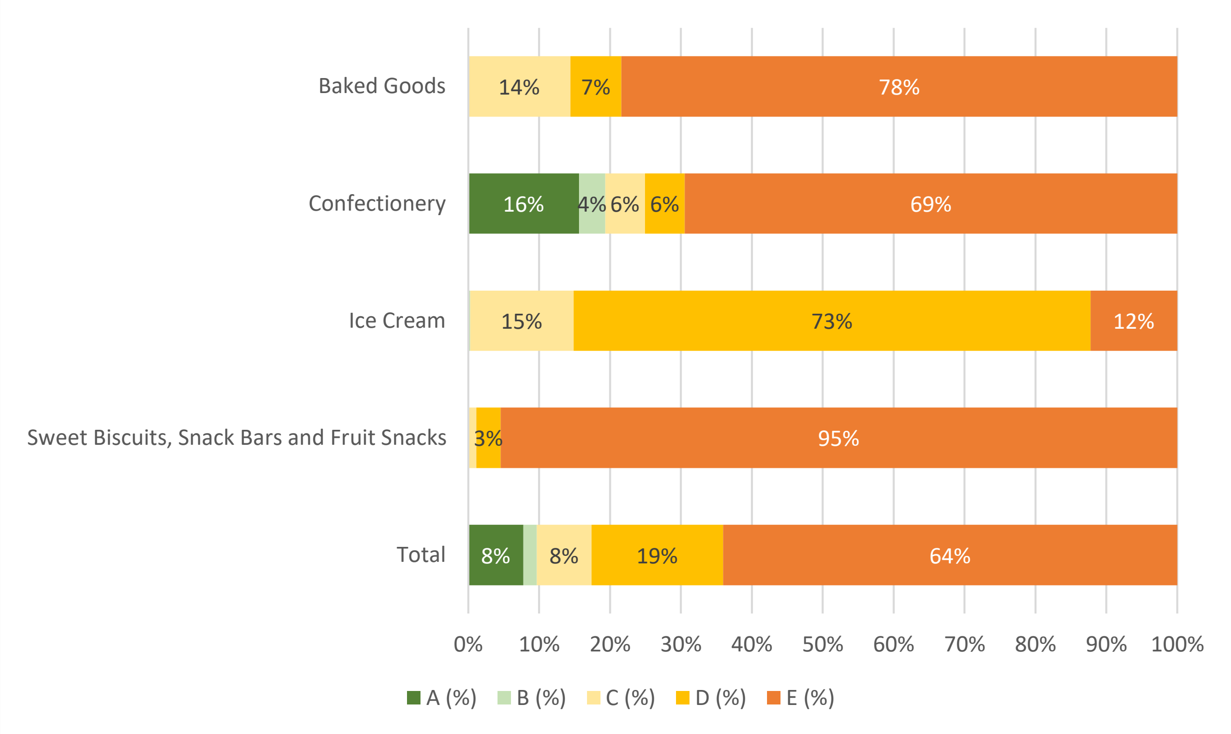


Figure 20.8 *Proportions of Lotte products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 64% of Lotte's products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 19% of products received the second lowest rating (D; light orange). Only 8% of products received the highest rating (A-dark green), and 2% receiving the second highest rating (B-light green). Results varied between both countries and categories, however all countries and categories generally fared poorly under Nutri-Score. Japan and China were the only countries to have any 'A' products, these all deriving from the 'Confectionery' category (**Figure 20.7 and 20.8**). Kenya and the Philippines had 100% of products receiving a rating of 'E'.

More specific results broken down by company and country for Lotte can be seen in Appendix A.

COMPANY 21: MARS

Products included

There were 3,428 identified products manufactured by Mars in 12 countries. There was sufficient nutrient information for 2,999 products to generate a Health Star Rating, for 3,137 to generate results for the WHO analysis and for 2,994 to generate a Nutri-Score rating. **Table 21.1** shows the breakdown of products in each category by country.

Table 21.1 *Number of Mars products by country in each Euromonitor subset*

	Confectionery	Ice Cream	Rice, Pasta and Noodles	Sauces	Savoury Snacks	Soup	Sweet Biscuits	Total	% sales*
Brazil	141	0	0	0	0	0	0	141	**100%**
China	434	0	0	0	0	0	0	434	**100%**
France	202	44	33	19	0	0	27	325	**100%**
India	166	0	0	0	0	0	0	166	**100%**
Kenya	29	2	0	0	0	0	0	31	**100%**
Mexico	324	0	0	0	0	0	0	324	**100%**
Netherlands	166	10	0	0	0	0	14	190	**100%**
South Africa	112	0	0	65	0	9	0	186	**100%**
Tanzania	26	0	0	0	0	0	0	26	**100%**
UK	307	41	60	72	0	0	58	538	**97%**
USA	757	65	55	0	34	0	71	982	**99%**
Vietnam	85	0	0	0	0	0	0	85	**100%**
Total	**2,749**	**162**	**148**	**156**	**34**	**9**	**170**	**3,428**	**99%**

* Note that this value indicates % sales from included categories for each country.

The 12 countries used in this analysis represented 67% of Mars global food and beverage sales in 2022. Of these 12 countries, the USA represented the highest revenue by far, with 63% of revenue, and Kenya the lowest revenue with <1%. Within each country, the included categories represented between 97% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the seven product categories included in analysis, ‘Confectionery’ represented the largest number of products and the highest proportion of sales by far (86%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Mars products and sales-weighted mean nutrient profile of Mars products*

Figure 21.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Mars products*

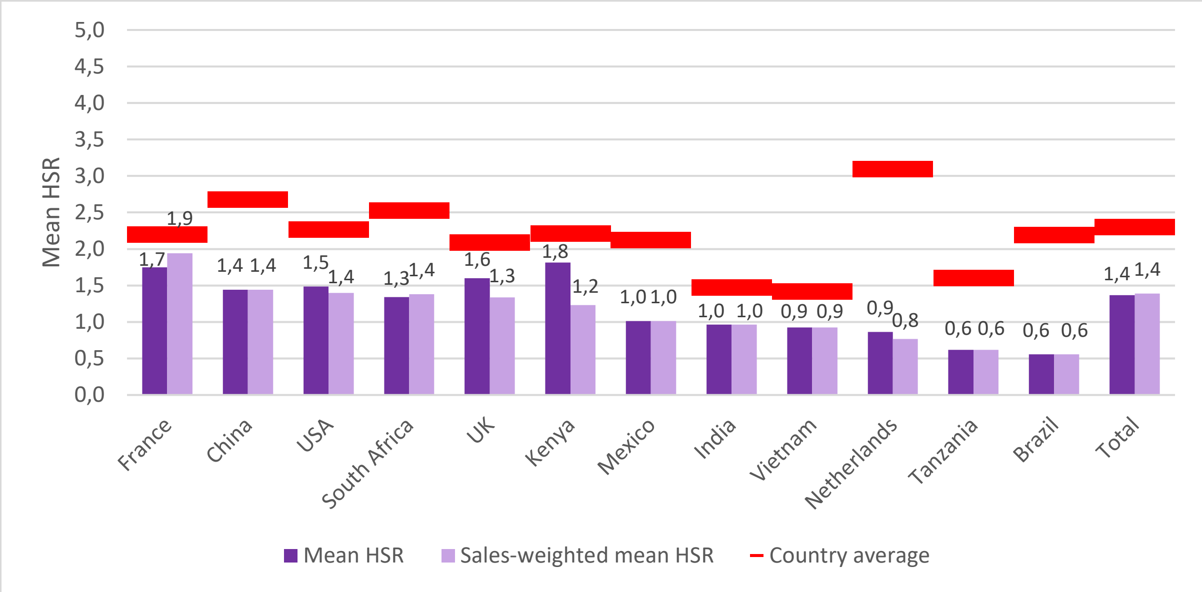
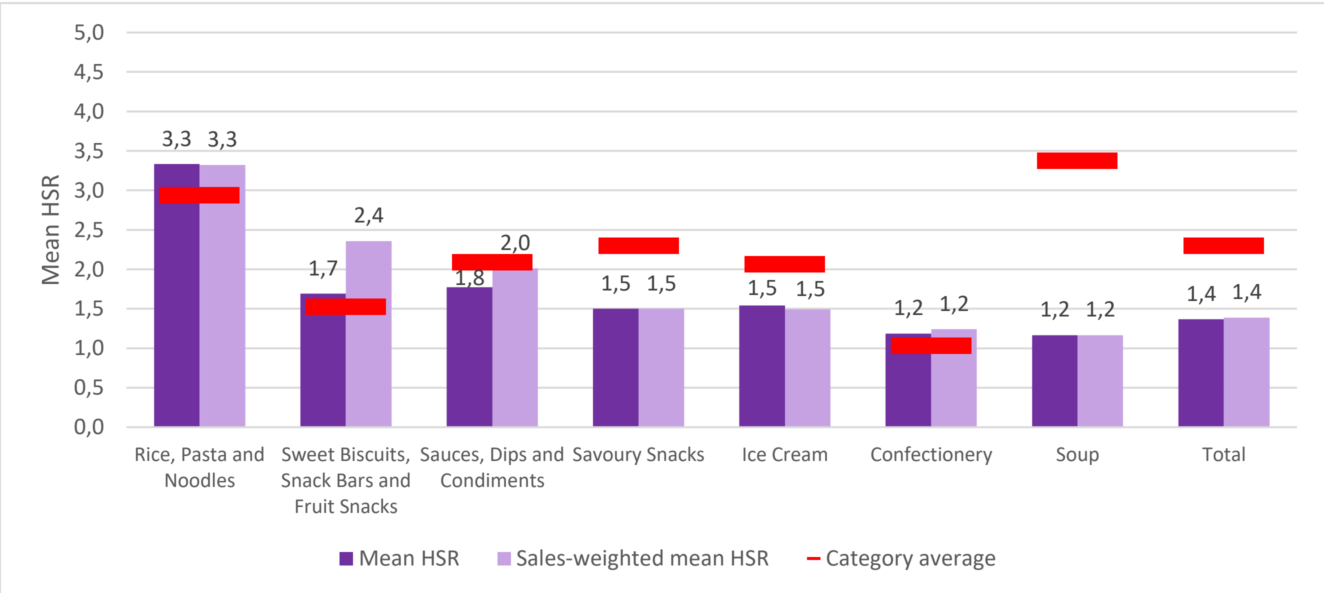


Figure 21.2 *Mean Health Star Rating by category for Mars products*



Mars had an overall mean HSR of 1.4 both with and without sales-weighting applied (**Figure 21.1**). Out of the 12 countries included for Mars, France had the highest sales-weighted mean HSR (1.9) and Brazil and Tanzania the lowest (0.6). When results were examined by category (**Figure 21.2**), the highest mean HSR was seen in the 'Rice, Pasta and Noodles' category (3.3), with 'Confectionery' and 'Soup' the lowest (1.2).

<u>ANALYSIS 3 and 4:</u> *Country and category rankings based upon proportion of Mars products considered "healthier" and sales-weighted proportion of Mars products considered "healthier"*

Figure 21.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Mars*

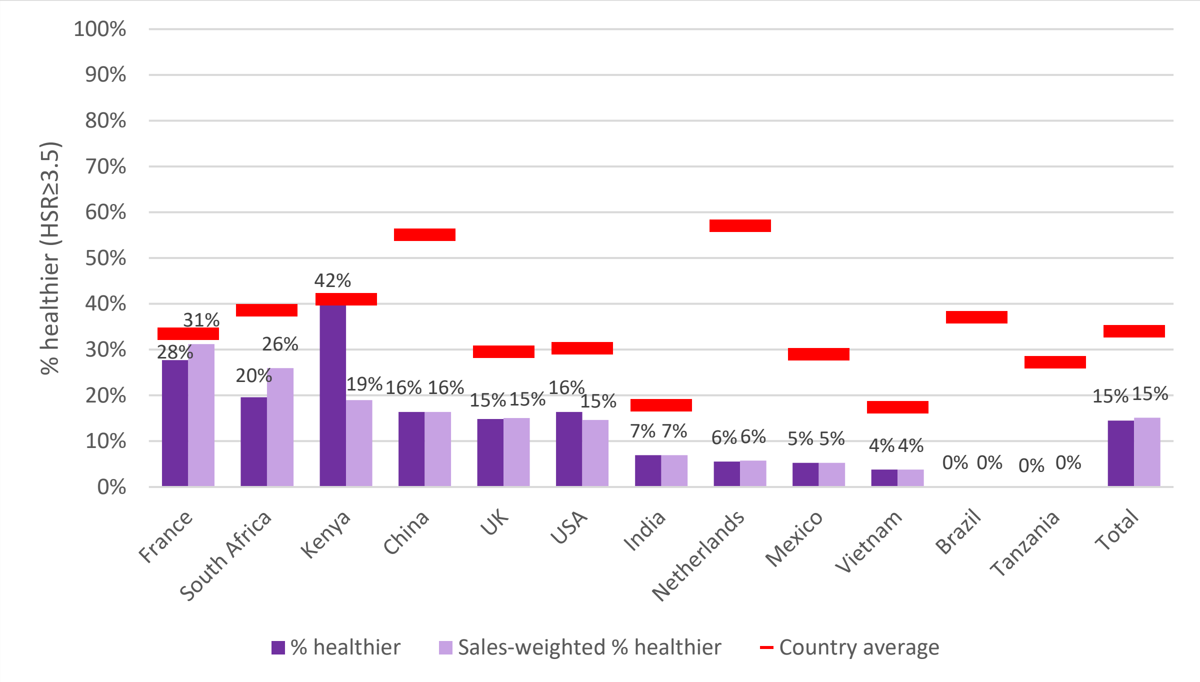
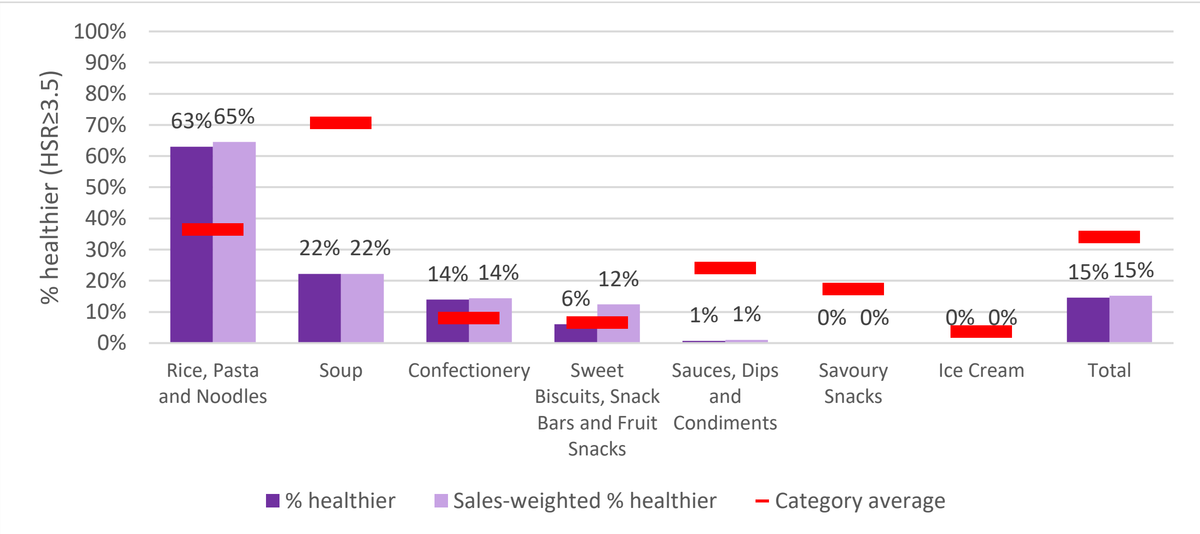


Figure 21.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Mars*



Overall, Mars had 15% of products across all 12 countries with an HSR of 3.5 or greater both with and without sales-weighting (**Figure 21.3**). France had the highest sales-weighted proportion of healthier products (31%), with Brazil and Tanzania having 0%. 'Rice, Pasta and Noodles' had the highest sales-weighted proportion of healthier products (65%) and 'Ice Cream' and 'Savoury Snacks' the lowest with 0% (**Figure 21.4**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Mars products meeting WHO criteria*

Figure 21.5 *Proportions of Mars products meeting WHO criteria for marketing to children – by Country*

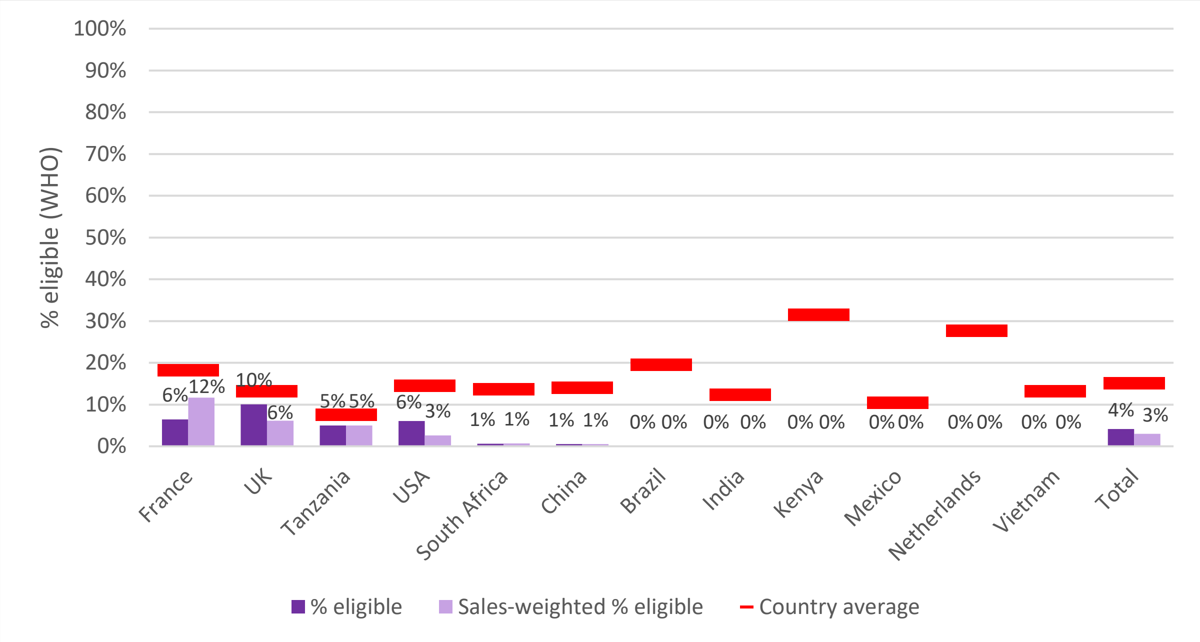
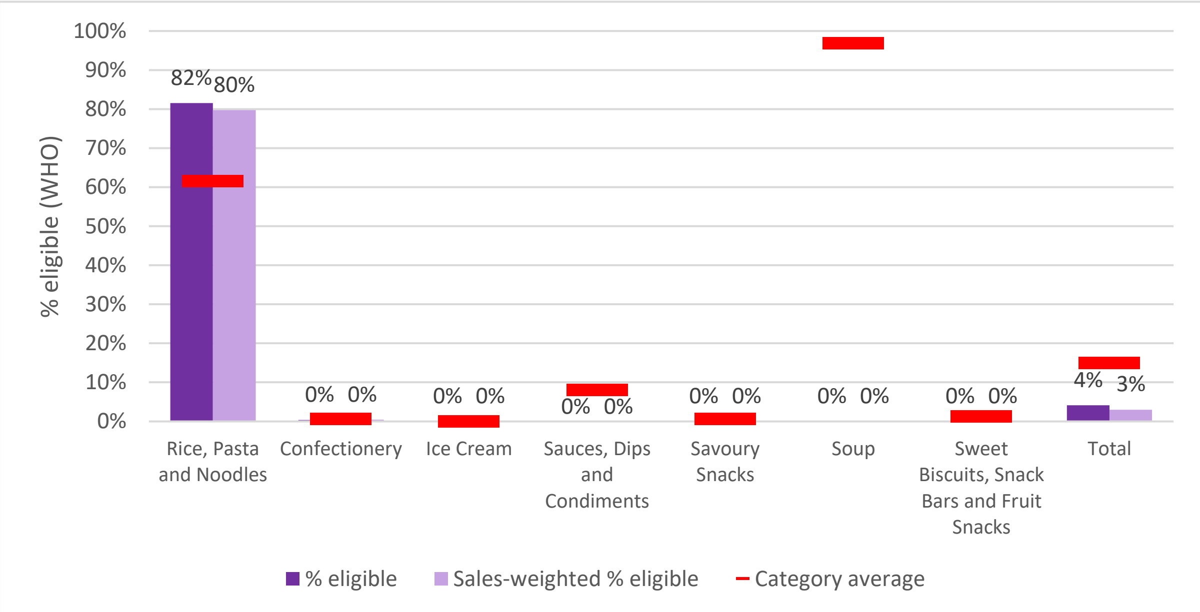


Figure 21.6 *Proportions of Mars products meeting WHO criteria for marketing to children – by Category*



Overall a very low sales-weighted proportion of Mars products (3%) was eligible for marketing to children (**Figure 21.5**). The only products eligible were 'Rice, Pasta and Noodles' however these represented a low proportion of category sales which drove the overall result to be very low (**Figure 21.6**). France had the highest proportion of products eligible for marketing to children after sales-weighting was applied (12%), with six countries selling zero products that were eligible for marketing to children.

ANALYSIS 7: *Country and company results for Mars using Nutri-Score*

Figure 21.7 *Proportions of Mars products meeting each color/letter rating under Nutri-Score – by Country*

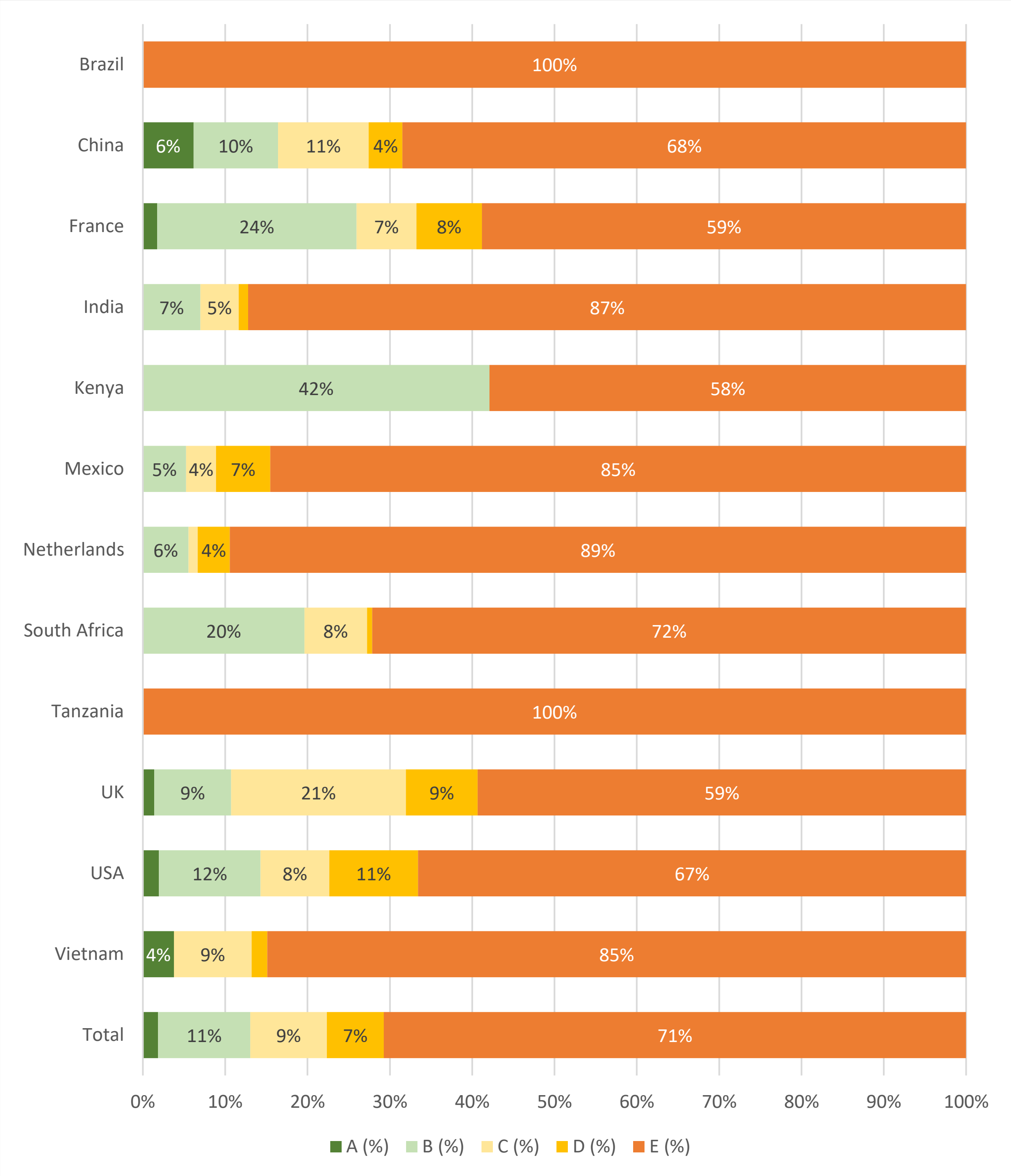
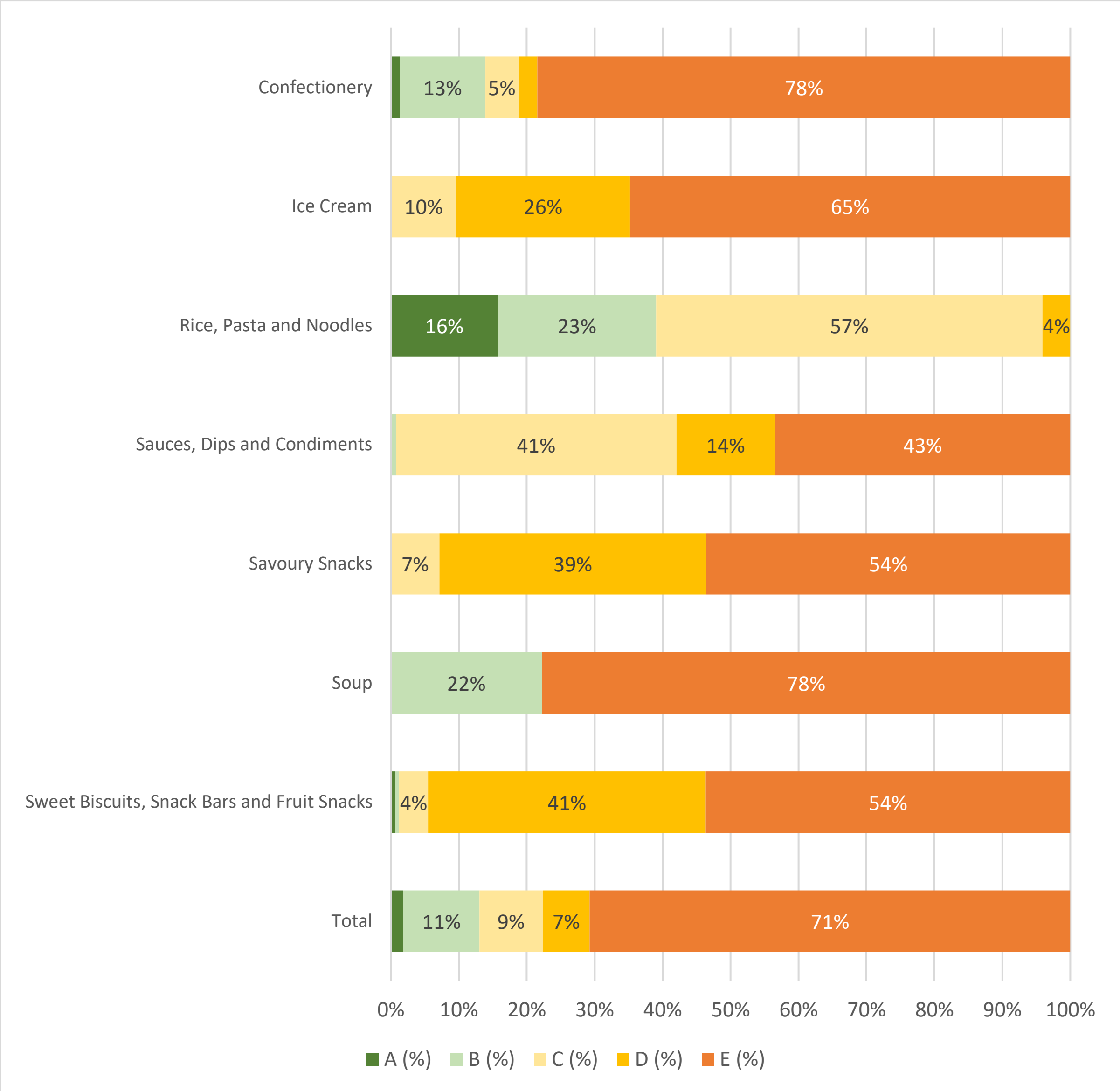


__Figure 21.8__ Proportions of Mars products meeting each color/letter rating under Nutri-Score – by Category



Overall, 71% of Mars products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 7% of products received the second lowest rating (D; light orange) (**Figure 21.7**). Only 2% of products received the highest rating (A-dark green), and 11% received the second highest rating (B-light green). Results varied between both countries and categories, however all countries and categories generally fared poorly under Nutri-Score with the exception of the 'Rice, Pasta and Noodles' category (**Figure 21.8**). Brazil and Tanzania had 100% of products receiving a rating of 'E'.

More specific results broken down by company and country for Mars can be seen in Appendix A.

COMPANY 22: MEIJI

Products included

There were 502 identified products manufactured by Meiji in eight countries. There was sufficient nutrient information for 494 products to generate a Health Star Rating and Nutri-Score Rating, and for 502 to generate results for the WHO Euro analysis. **Table 22.1** shows the breakdown of products in each category by country.

Table 22.1 *Number of Meiji products by country in Euromonitor categories*

	AU	CN	ID	JP	PH	TH	US	VN	Total
Confectionery	7	12	0	61	0	25	0	0	**105**
Dairy	0	17	0	95	0	90	0	0	**202**
Ice Cream	0	17	0	18	0	0	0	0	**35**
Ready Meals	0	0	0	6	0	0	0	0	**6**
Savoury Snacks	0	0	0	0	0	0	0	6	**6**
Sweet Biscuits	10	0	48	3	24	0	40	23	**148**
Total	**17**	**46**	**48**	**183**	**24**	**115**	**40**	**29**	**502**
% sales*	**100%**	**100%**	**100%**	**97%**	**100%**	**100%**	**100%**	**100%**	**98%**

* Note that this value indicates % sales from included categories for each country

The eight countries used in this analysis represented 98% of Meiji total global food and beverage sales in 2022. Of these eight countries, Japan represented the highest proportion of revenue (87%). Within each country, the included categories represented between 97-100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the six product categories included in analysis, 'Dairy' represented the largest amount of products and the highest proportion of sales (60%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Meiji products and sales-weighted mean nutrient profile of Meiji products*

Figure 22.2 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Meiji products*

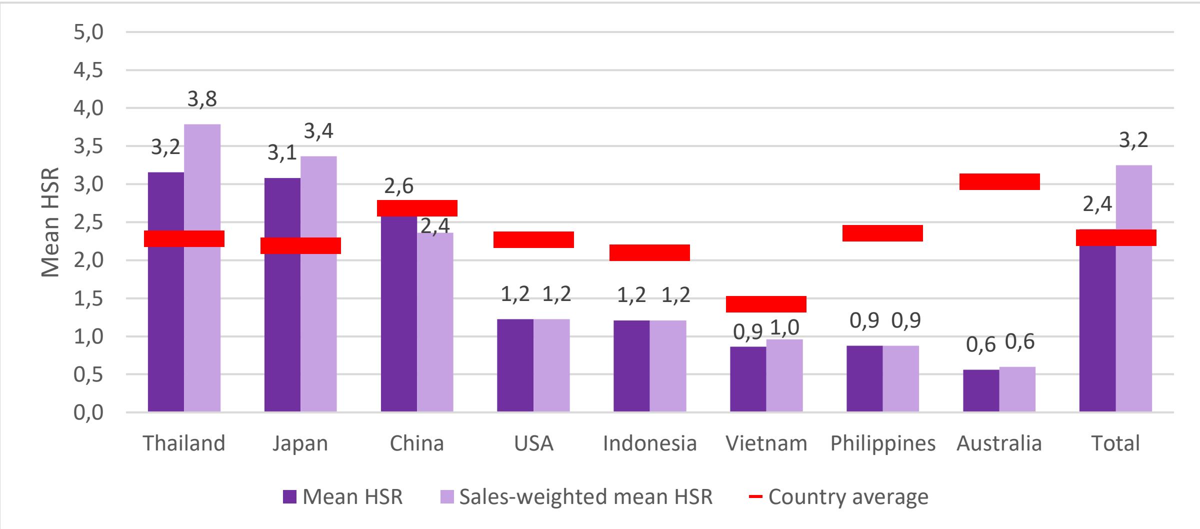
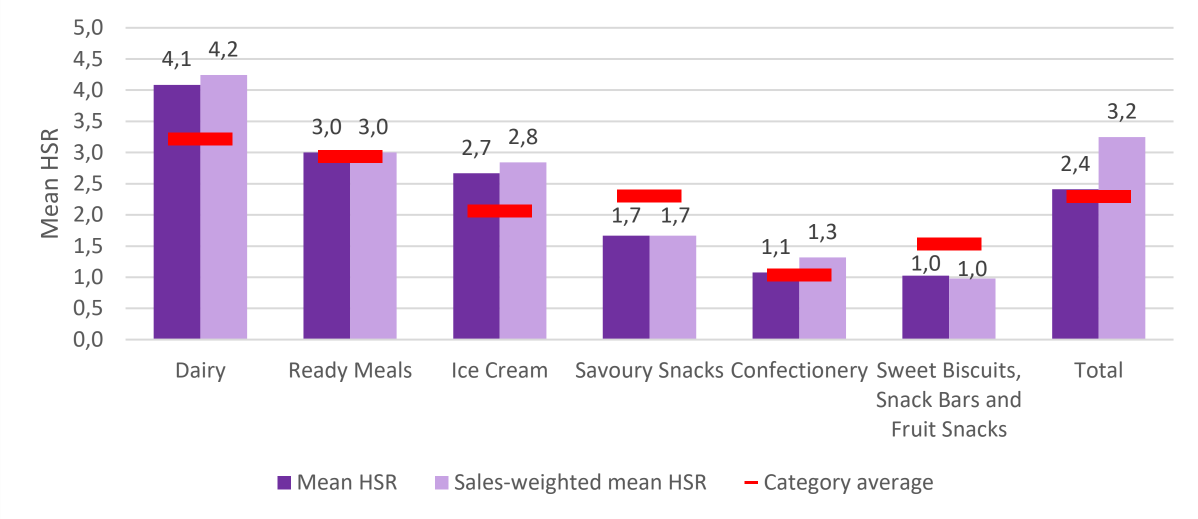


__Figure 22.2__ Mean Health Star Rating by category for Meiji products



Meiji had an overall mean HSR of 2.4 which increased substantially to 3.2 when results were weighted by sales (**Figure 22.1**) illustrating that its products with higher HSRs accounted for a larger proportion of sales than those with lower HSRs. Out of the eight countries included in Meiji's analysis, Thailand had the highest mean HSR both before and after results were weighted by sales (3.2 and 3.8, respectively) followed by Japan (3.1 and 3.4), with Australia having the lowest with 0.6. These results were mainly driven by the types of products available in each country, with 'Dairy' being the category with the highest mean HSR, and Japan and Thailand selling the majority of these products (**Figure 22.2**).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Meiji products considered "healthier" and sales-weighted proportion of Meiji products considered "healthier"*

__Figure 22.3__ Proportion of products considered "healthier" using the Health Star Rating by country for Meiji products

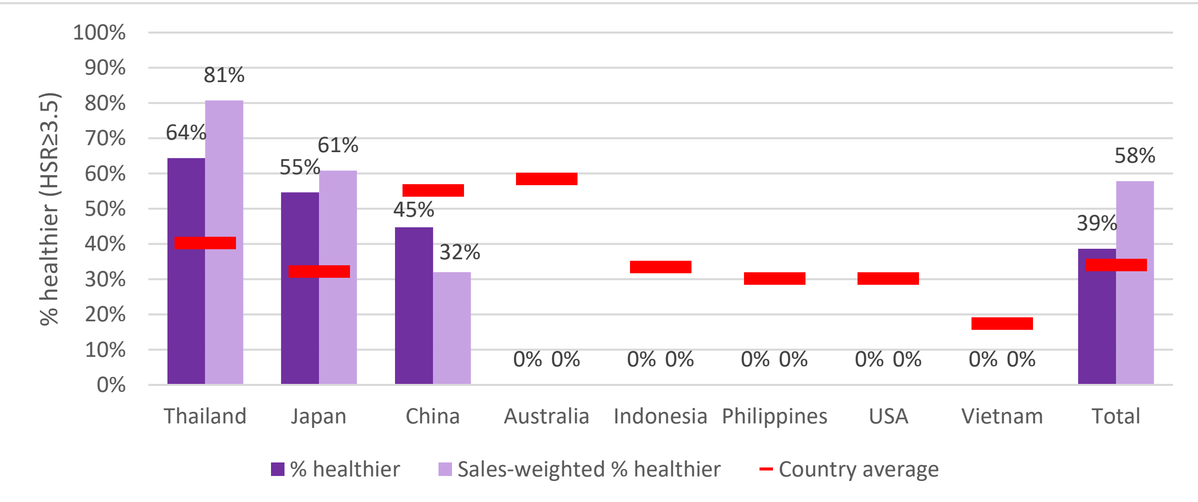
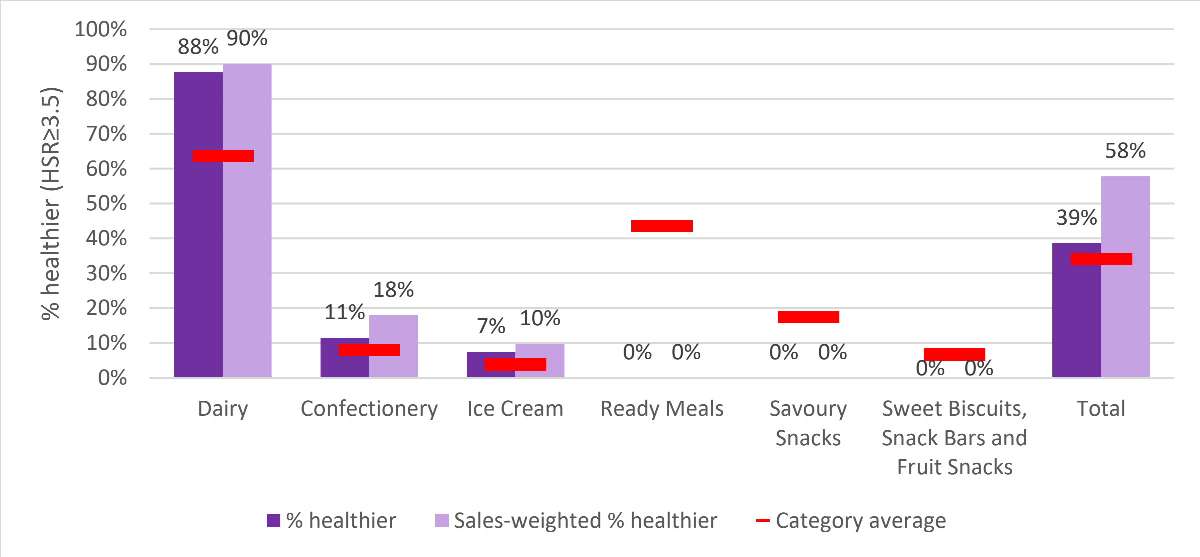


Figure 22.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Meiji products*



Overall, 39% of Meiji products in all eight countries had an HSR of 3.5 or greater (**Figure 22.3**) increasing substantially to 58% when results were weighted by sales. The 'Dairy' category had by far the largest proportion of products considered 'healthier' (90%), with China, Japan and Thailand the only countries selling dairy products and also the only countries with >0% 'healthier' products (**Figure 22.4**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Meiji products meeting WHO Euro criteria*

Figure 22.5 *Proportions of Meiji products meeting WHO criteria for marketing to children – by Country*

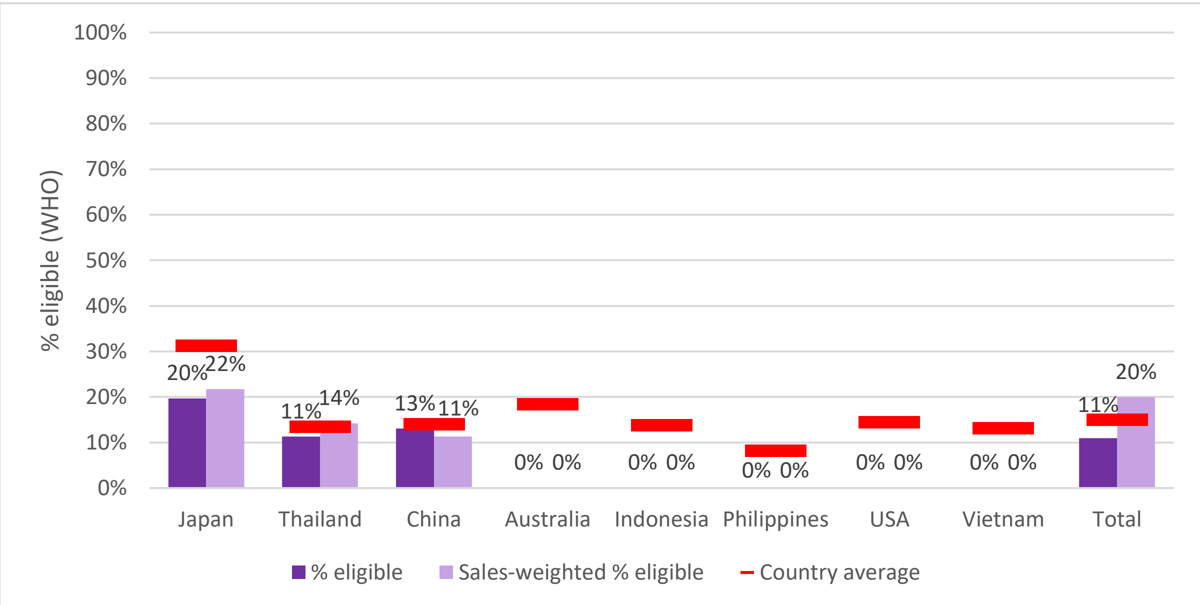
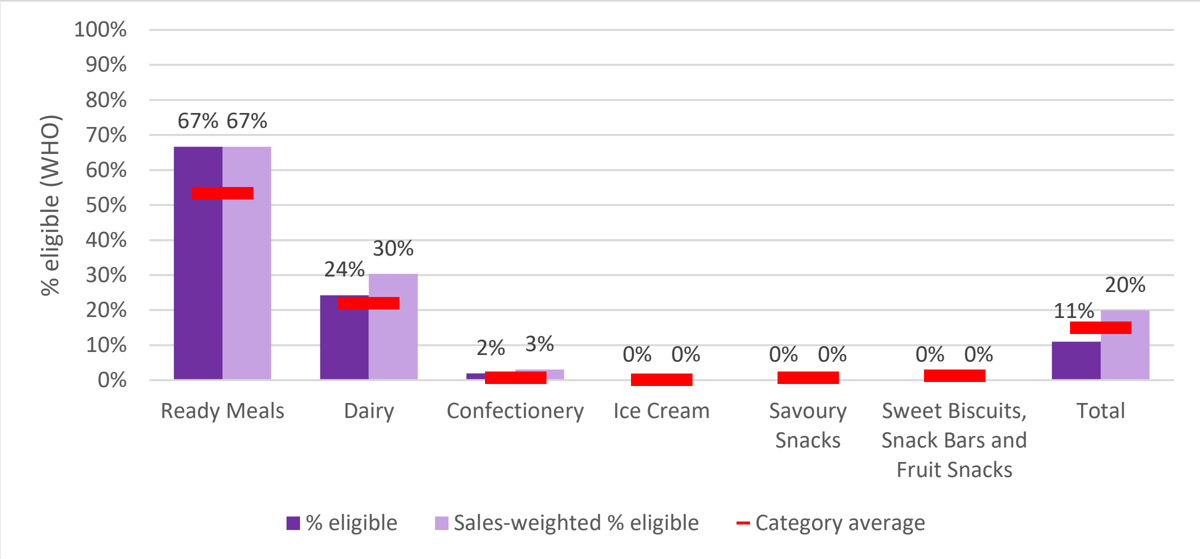


Figure 22.6 *Proportions of Meiji products meeting WHO criteria for marketing to children – by Category*



Overall, a much lower sales-weighted proportion of Meiji products were eligible under the WHO model than under HSR (20% versus 59%; **Figure 22.5**). This is due to the WHO Euro model having relatively strict nutrient criteria for particular categories (e.g. ice cream is ineligible if it has any added sugar). 'Ready Meals' had the largest proportion of eligible products under this model (**Figure 22.6**).

ANALYSIS 7: *Country and company results for Meiji using Nutri-Score*

Figure 22.7 *Proportions of Meiji products meeting each color/letter rating under Nutri-Score – by Country*

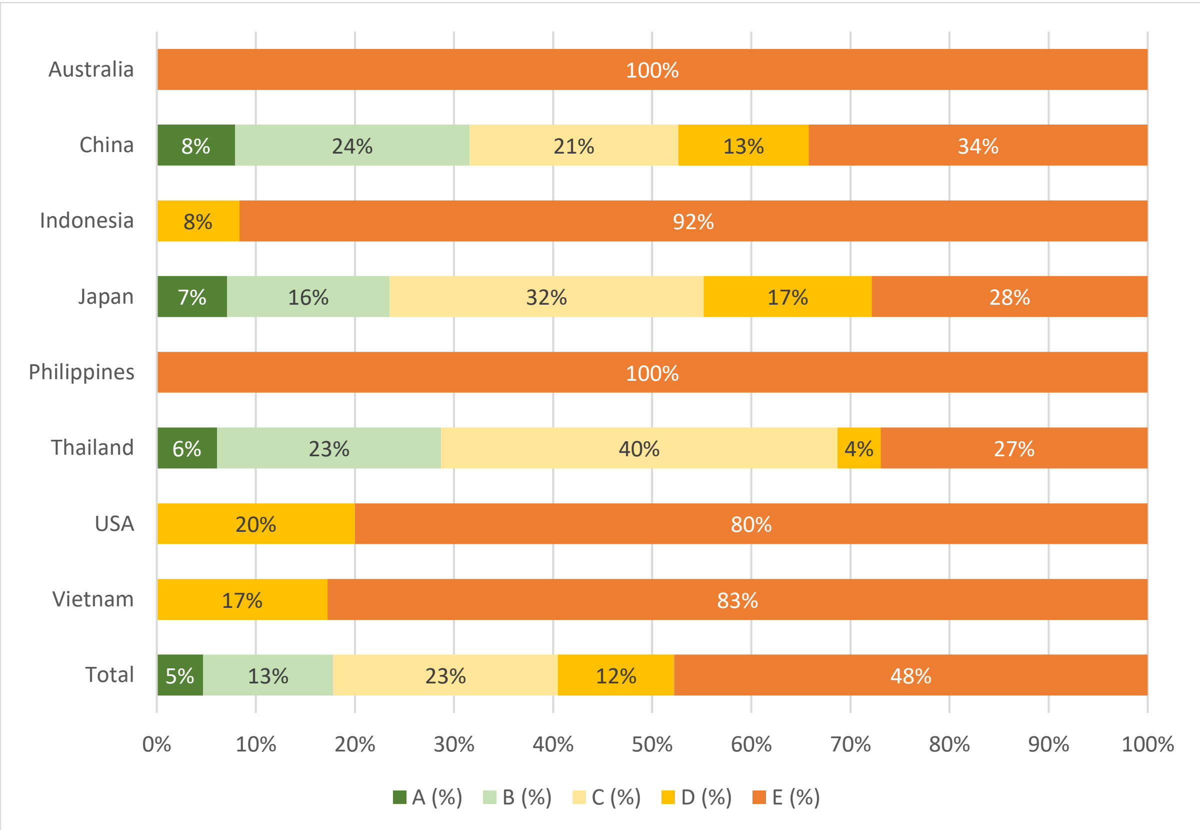
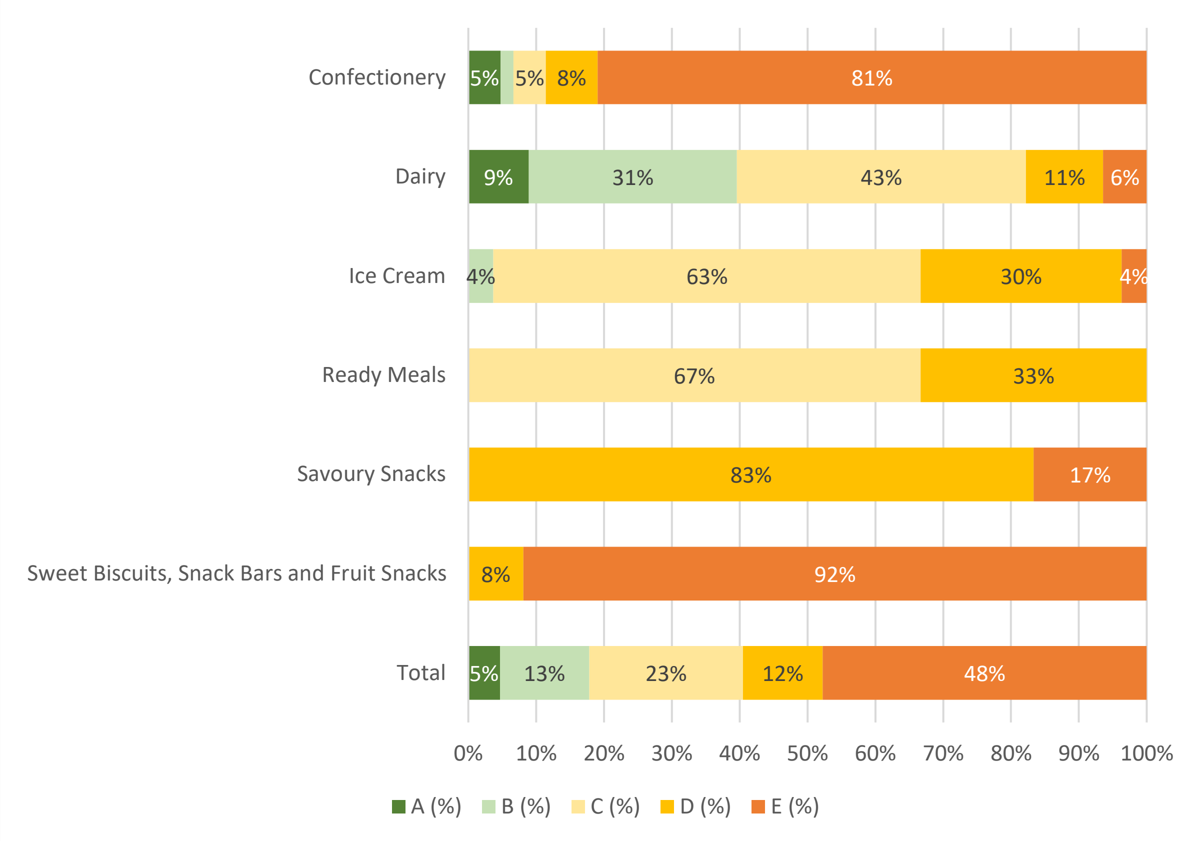


Figure 22.8 *Proportions of Meiji products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 48% of Meiji products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 12% of products received the second lowest rating (D; light orange) (**Figure 22.7**). Only 5% of products received the highest rating (A-dark green), with an additional 13% receiving the second highest rating (B-light green). Results varied between both countries and categories, however Thailand fared best under Nutri-Score, having the lowest proportion of 'E' products. 'Dairy' had the highest proportion of 'A' products (9%) and a large proportion of 'B' products (31%; **Figure 22.8**). Not surprisingly, 'Confectionery' and 'Sweet Biscuits, Snack Bars and Fruit Snacks' had the highest proportions of 'E' products.

More specific results broken down by company and country for Meiji can be seen in Appendix A.

COMPANY 23: MENGNIU

Products included

There were 310 identified products manufactured by Mengniu in two countries. There was sufficient nutrient information for 293 products to generate a Health Star Rating 295 to generate results for the WHO analysis and 292 to generate Nutri-Score results. **Table 23.1** shows the breakdown of products in each category by country.

Table 23.1 *Number of Mengniu products by country in each Euromonitor subset*

	China	Indonesia	Total
Dairy	271	0	**271**
Ice Cream	20	19	**39**
Total	**291**	**19**	**310**
% sales*	**100%**	**100%**	**100%**

* Note that this value indicates % sales from included categories for each country.

The two countries used in this analysis represented 98% of Mengniu's global food and beverage sales in 2022. Of these two countries, China by far represented the highest proportion of revenue (>99%) and Indonesia the lowest revenue (~1%). Within each country, the included categories represented 100% of product sales, however it is unknown whether we have captured every product for sale in each country.

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Mengniu products and sales-weighted mean nutrient profile of Mengniu products*

Figure 23.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Mengniu products*

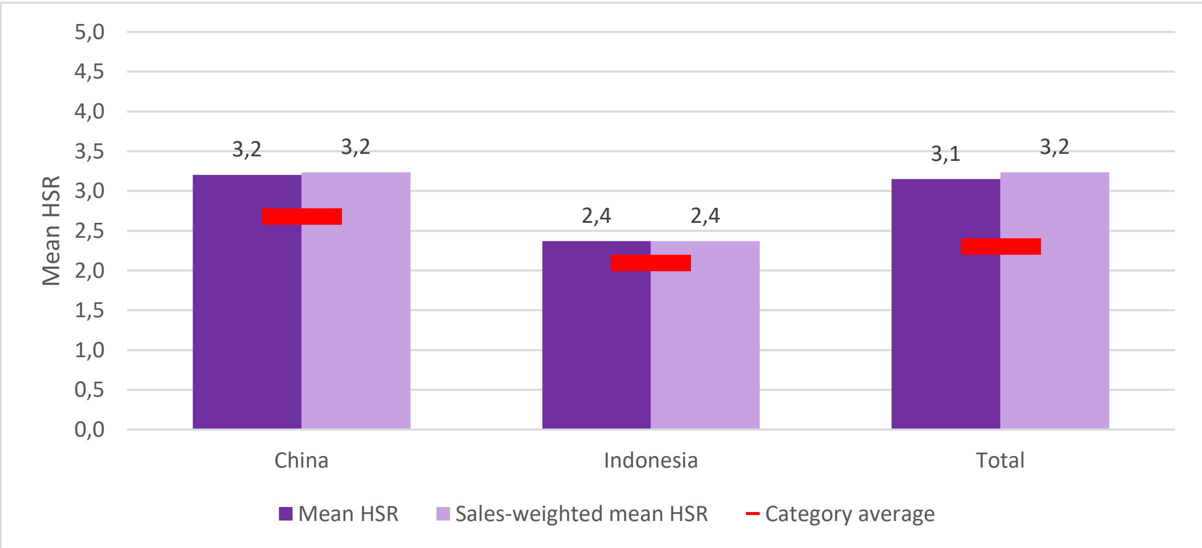
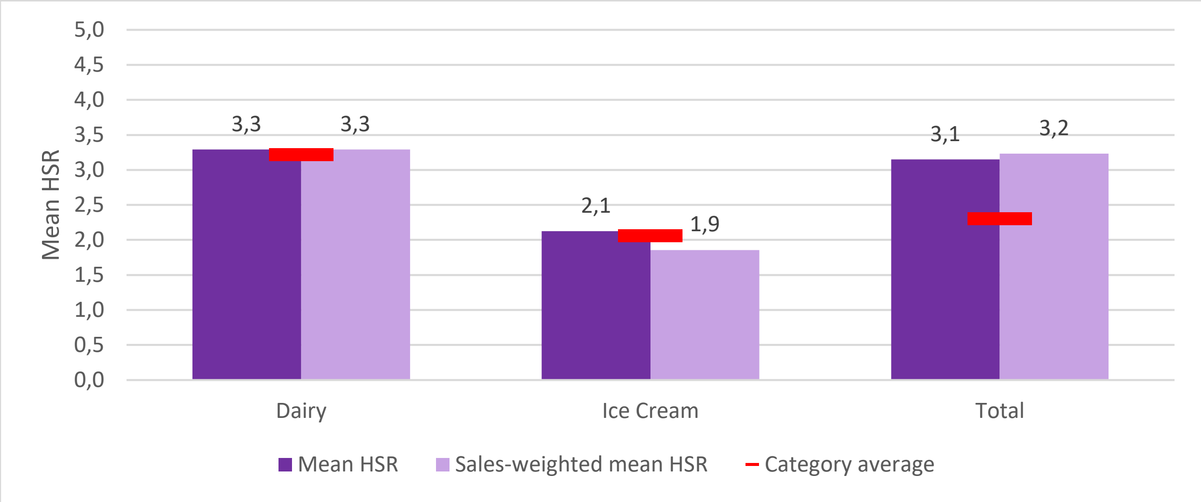


Figure 23.2 *Mean Health Star Rating by category for Mengniu products*



Mengniu had an overall mean HSR of 3.1 which increased slightly to 3.2 when results were weighted by sales (**Figure 23.1**). Out of the two countries included in Mengniu analysis, China had the highest mean HSR before and after results were weighted by sales, with Indonesia having a mean HSR of 2.4. When Mengniu results were examined by category (**Figure 23.2**), the highest mean HSR was seen in the 'Dairy' category (3.3) with 'Ice Cream' having a much lower sales-weighted mean HSR (1.9).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Mengniu products considered "healthier" and sales-weighted proportion of Mengniu products considered "healthier"*

Figure 23.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Mengniu*

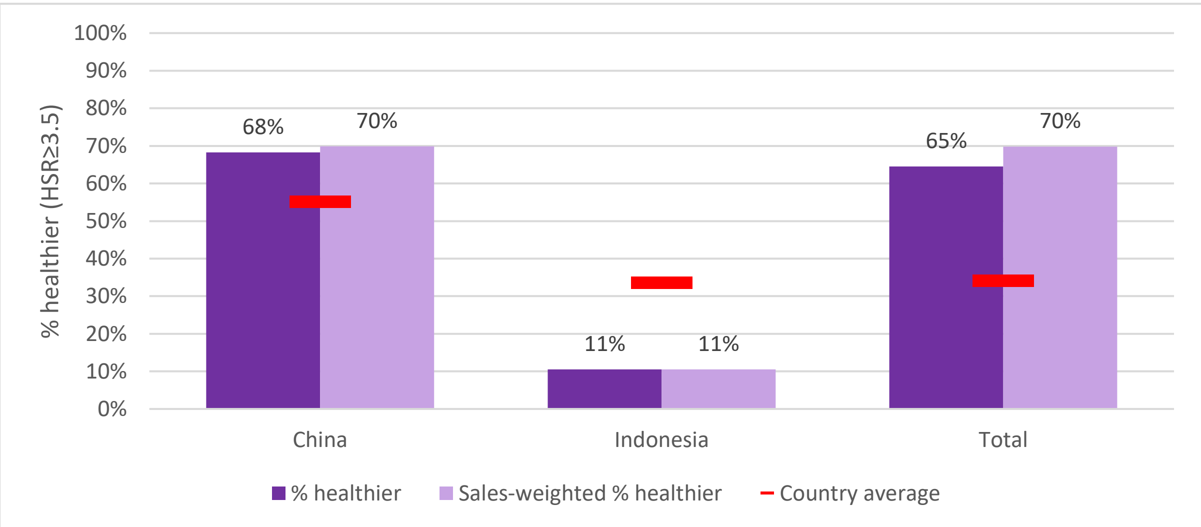
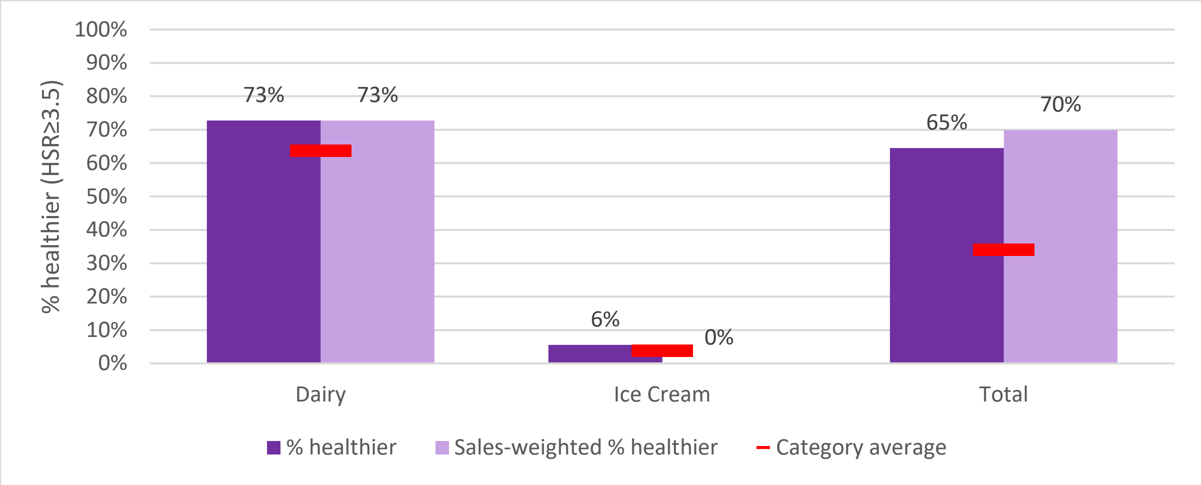


Figure 23.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Mengniu*



Overall, 65% of all Mengniu products across the two countries had an HSR of 3.5 or greater, increasing to 70% when results were weighted by sales (**Figure 23.3**). China, having only 'Dairy' products included, had a higher sales-weighted proportion of "healthier" products (70%) compared to Indonesia (11%) which sold both 'Dairy' and 'Ice Cream'. Mengniu had a higher proportion of healthier products compared to the average of all companies combined.

ANALYSIS 5 and 6: *Country and company rankings based upon proportion of Mengniu products meeting WHO criteria*

Figure 23.5 *Proportions of Mengniu products meeting WHO criteria for marketing to children – by Country*

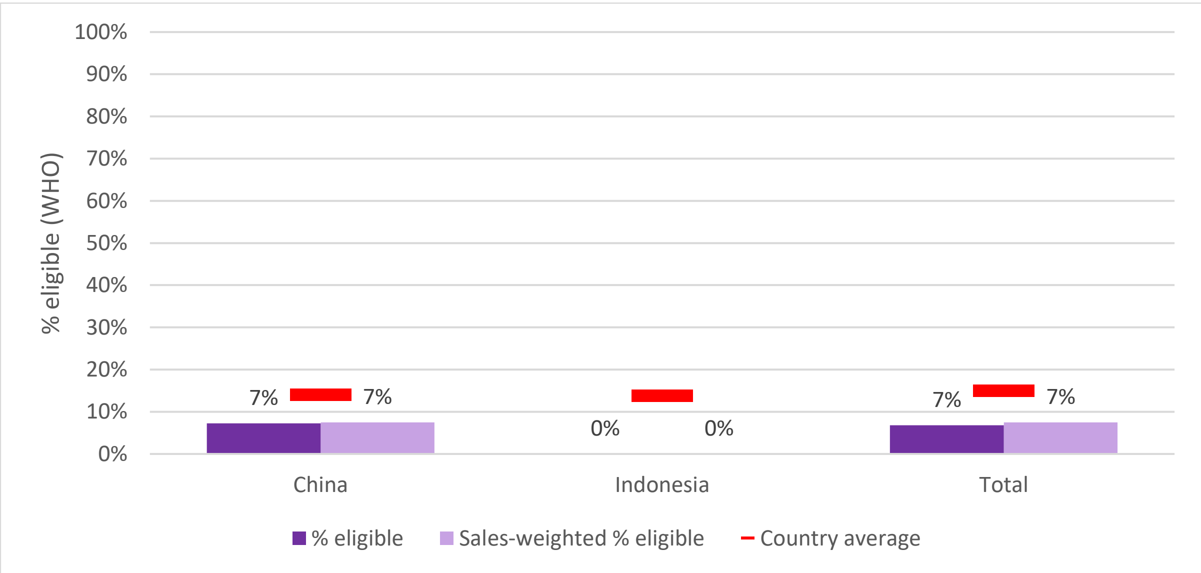
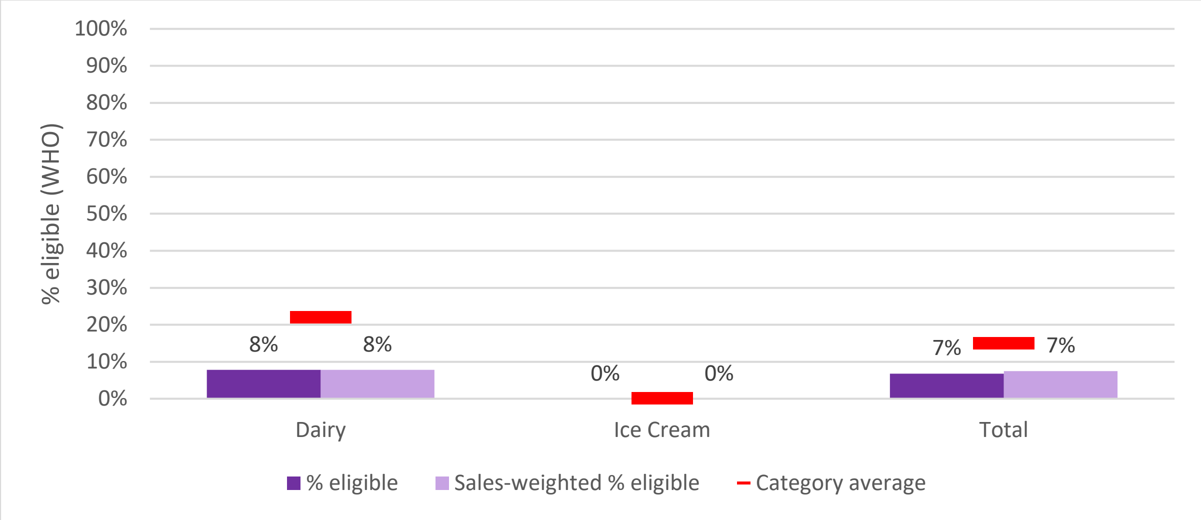


Figure 23.6 *Proportions of Mengniu products meeting WHO criteria for marketing to children – by Category*



Overall only 7% of Mengniu products were eligible for marketing to children (**Figure 23.5**), remaining the same after results were weighted by sales. China had the highest proportion of products eligible for marketing to children (7%) compared to 0% for Indonesia (0%). When results were examined by food category, as with the HSR results, 'Dairy' performed better than 'Ice Cream' (**Figure 23.6**).

ANALYSIS 7: *Country and company results for Mengniu using Nutri-Score*

Figure 23.7 *Proportions of Mengniu products meeting each color/letter rating under Nutri-Score – by Country*

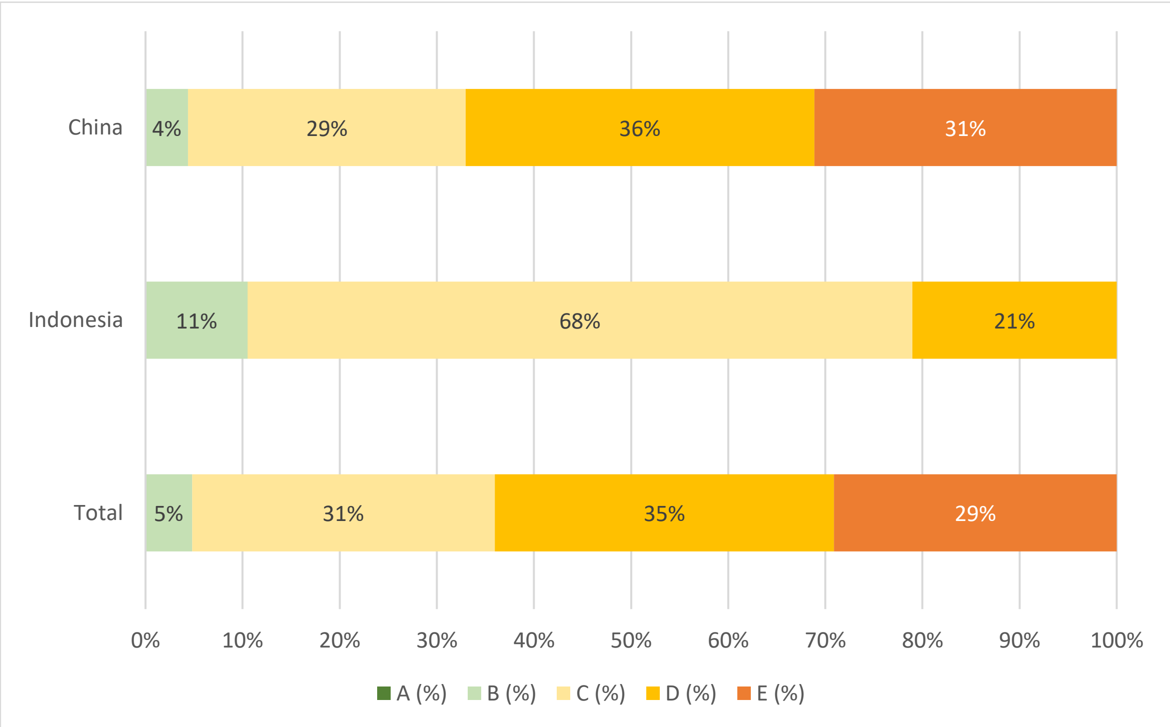
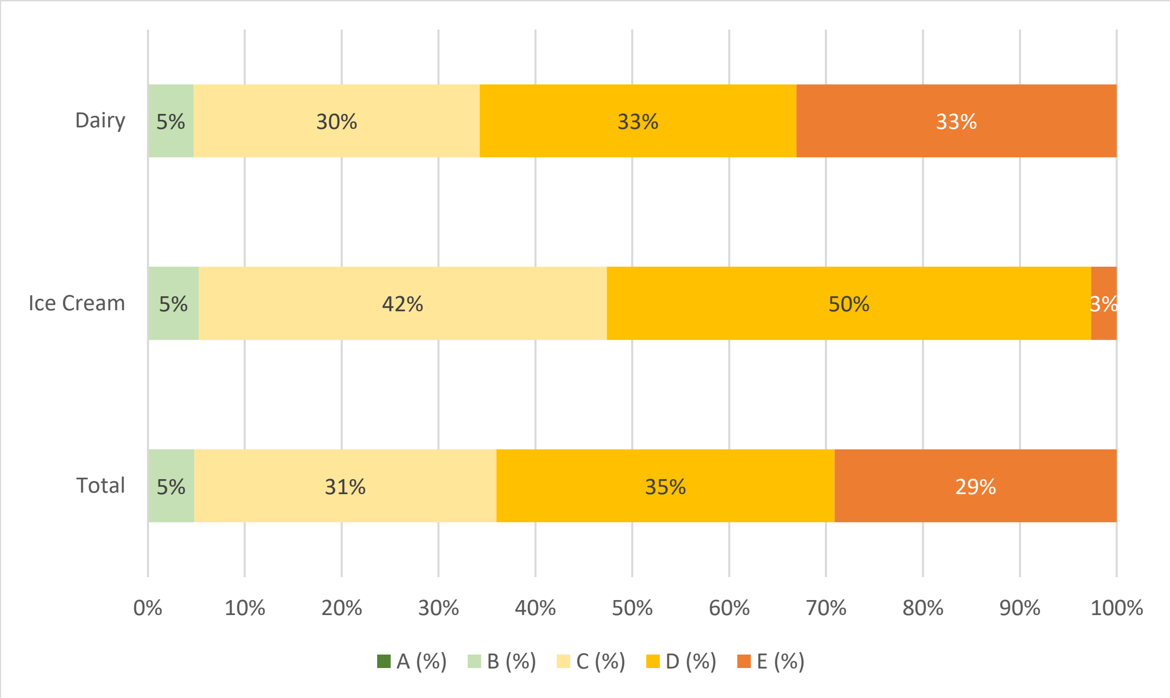


Figure 23.8 *Proportions of Mengniu products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 29% of Mengniu's products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 35% of products received the second lowest rating (D; light orange). No products received the highest rating (A-dark green). Both countries and both categories performed poorly under this metric, with more than half of all products receiving the lowest two ratings.

More specific results broken down by company and country for Mengniu can be seen in Appendix A.

COMPANY 24: MONDELĒZ

Products included

There were 1,945 identified products manufactured by Mondelēz in 12 countries. There was sufficient nutrient information for all products to generate all metrics. **Table 24.1** shows the breakdown of products in each category by country.

Table 24.1 *Number of Mondelēz products by country in Euromonitor subsets*

	Baked Goods	Concentrates	Confectionery	Dairy	Other Hot Drinks	Savoury Snacks	Sweet Biscuits	Total	% sales*
Brazil	0	34	127	0	0	15	24	200	**100%**
France	38	0	155	0	0	58	144	395	**100%**
India	2	3	68	0	6	0	10	89	**100%**
Indonesia	1	0	6	8	0	2	20	37	**100%**
Kenya	0	0	34	0	6	0	5	45	**100%**
Mexico	0	38	100	10	0	4	17	169	**100%**
Philippines	0	20	27	11	0	0	13	71	**100%**
South Africa	0	0	93	0	0	0	5	98	**100%**
Tanzania	0	0	24	0	0	0	4	28	**100%**
UK	0	0	308	21	0	3	79	411	**99%**
USA	0	0	83	0	0	79	105	267	**99%**
Vietnam	81	0	10	0	0	14	30	135	**100%**
Total	**122**	**95**	**1,035**	**50**	**12**	**175**	**456**	**1,945**	**99.5%**

* Note that this value indicates % sales from included categories for each country

The 12 countries used in this analysis represented 57% of Mondelēz total global food and beverage sales in 2022. Of these 12 countries, the USA represented the highest proportion of revenue, with 45%, and Tanzania the lowest with <1%. Within each country, the included categories represented between 99% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the seven product categories included in analysis, 'Confectionery' represented the largest number of products and 'Sweet Biscuits, Snack Bars and Fruit Snacks' the highest proportion of sales (37%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Mondelēz products and sales-weighted mean nutrient profile of Mondelēz products*

Figure 24.3 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Mondelēz products*

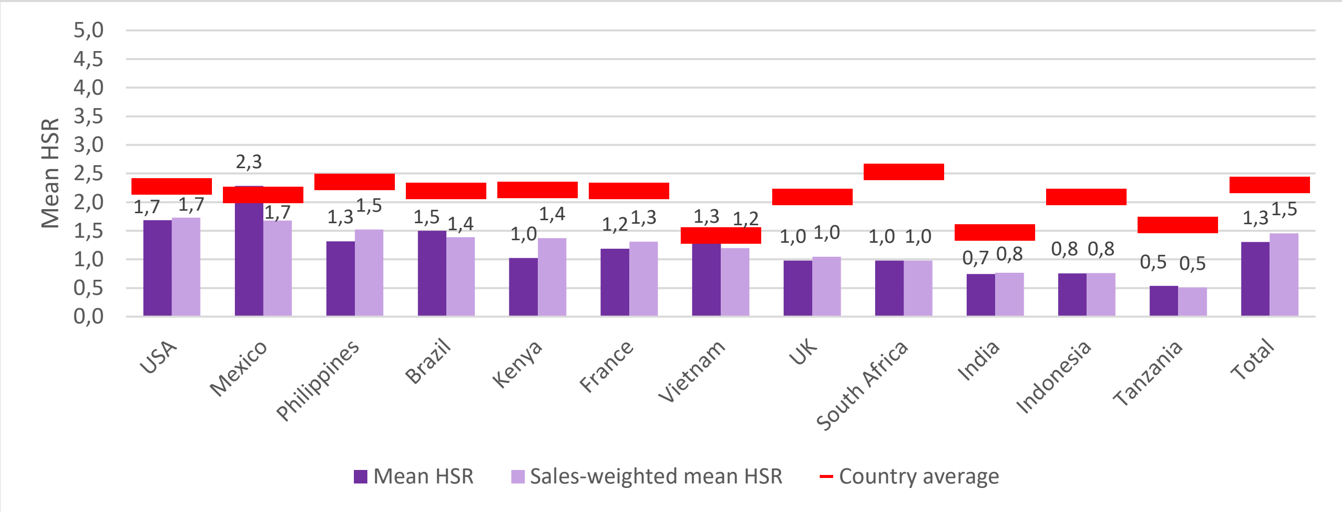
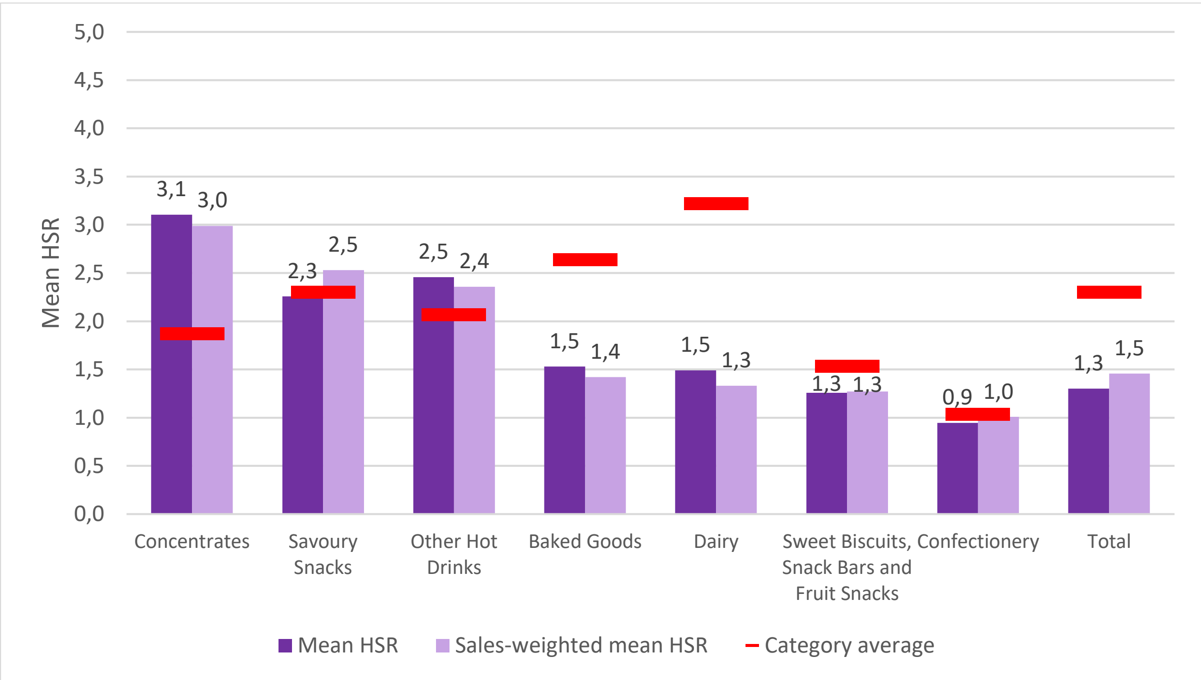


Figure 24.2 *Mean Health Star Rating by category for Mondelēz products*



Mondelēz had a low overall mean HSR of 1.3 which increased slightly to 1.5 when results were weighted by sales (**Figure 24.1**). Out of the 12 countries included in analysis, the USA and Mexico had the highest mean HSR after results were weighted by sales (1.7), with Tanzania having the lowest HSR of 0.5. When Mondelēz results were examined by category (**Figure 24.2**), the highest mean HSR was seen in the 'Concentrates' category (3.0), followed by 'Savoury Snacks' (2.5), with 'Confectionery' having the lowest sales-weighted mean HSR of all Mondelēz product categories (1.0).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Mondelēz products considered "healthier" and sales-weighted proportion of Mondelēz products considered "healthier"*

***Figure 24.3** Proportion of products considered "healthier" using the Health Star Rating by country for Mondelēz products*

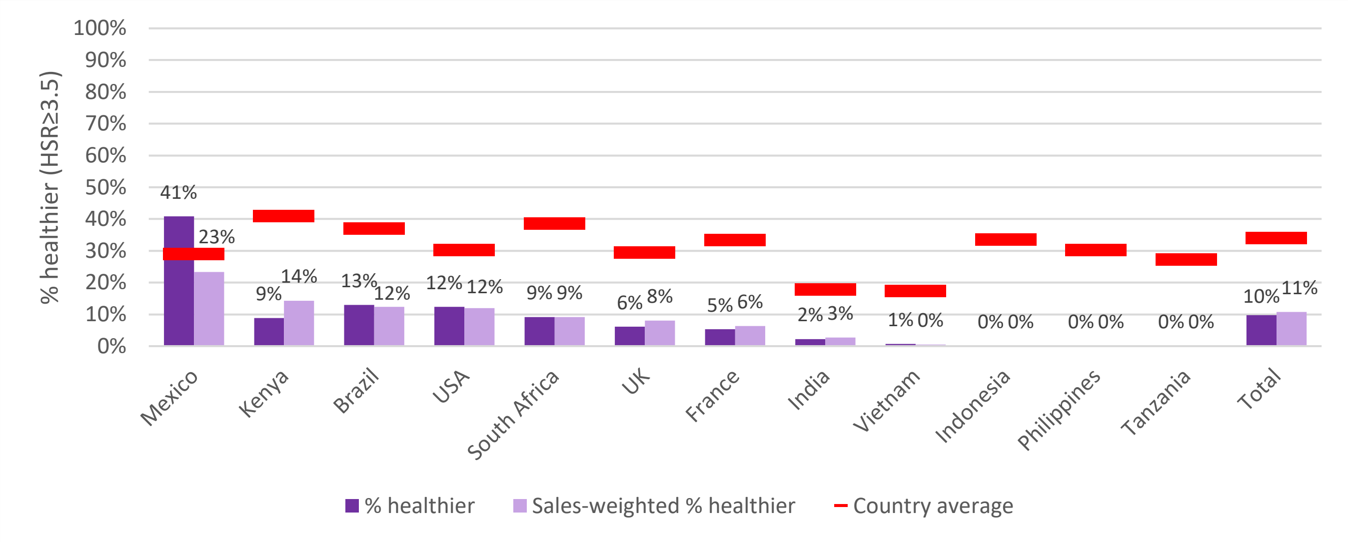
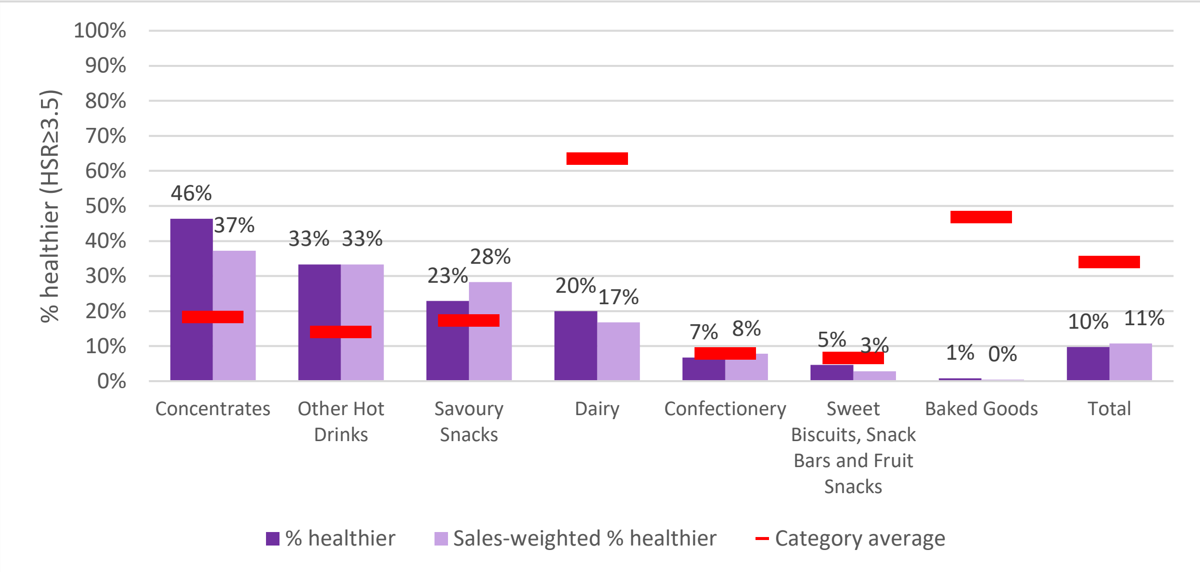


***Figure 24.4** Proportion of products considered "healthier" using the Health Star Rating by category for Mondelēz products*



Overall, Mondelēz had a low proportion of sales in all four countries with an HSR of 3.5 or greater (10%), which increased slightly to 11% when results were weighted by sales (**Figure 24.3**). Mondelēz Mexico had the highest sales-weighted proportion of products receiving an HSR of 3.5 or more (23%). No products in Indonesia, the Philippines or Tanzania received an HSR≥3.5. The 'Concentrates' category had the highest sales-weighted proportion of products with an HSR≥3.5 (37%), followed by 'Other Hot Drinks' with 33% (**Figure 24.4**). 'Baked Goods' ranked lowest out of the categories included.

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Mondelēz products meeting WHO Euro criteria*

Figure 24.5 *Proportions of Mondelēz products meeting WHO Euro criteria for marketing to children – by Country*

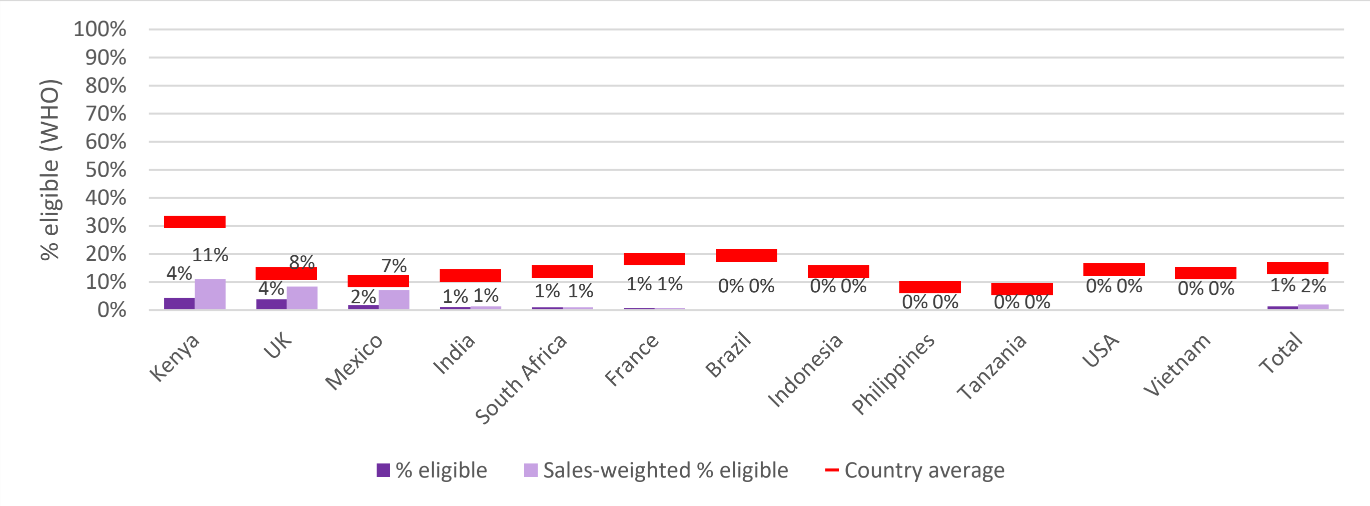
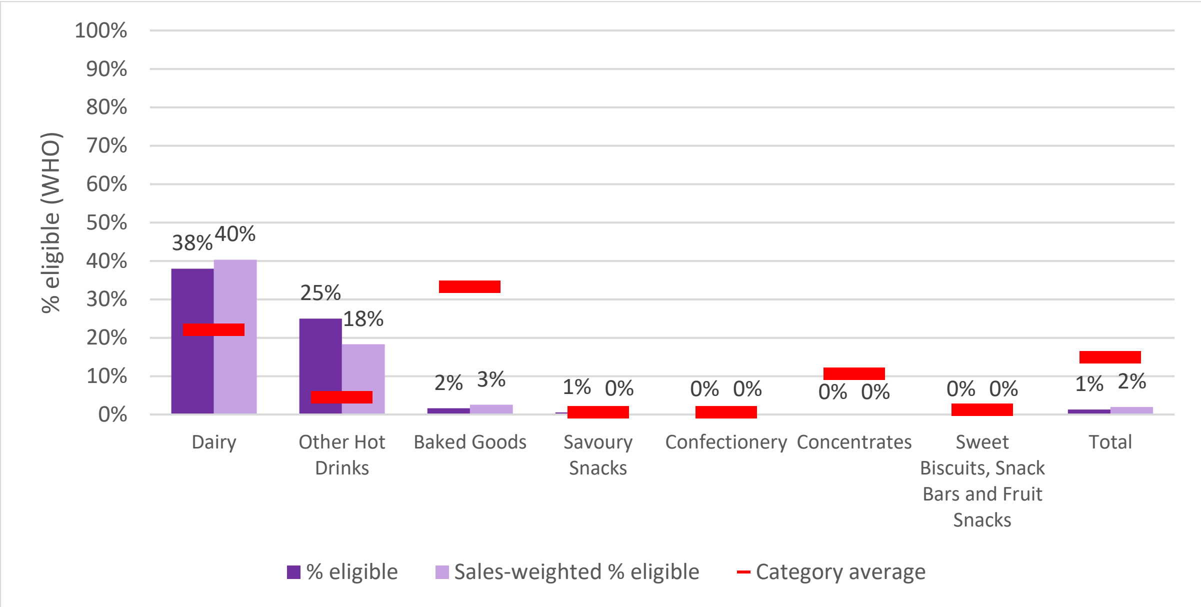


Figure 24.6 *Proportions of Mondelēz products meeting WHO Euro criteria for marketing to children – by Category*



Overall only 2% of Mondelēz products were eligible for marketing to children (**Figure 24.5**). Kenya was the only country with >10% sales-weighted products eligible (11%) with most countries selling zero products that were eligible for marketing to children. These results were driven by the fact that 'Confectionery' dominates most country portfolios, with 'Confectionery' products containing added sugar ingredients ineligible for marketing to children under the WHO Euro criteria.

ANALYSIS 7: *Country and company results for Mondelēz using Nutri-Score*

Figure 24.7 *Proportions of Mondelēz products meeting each color/letter rating under Nutri-Score – by Country*

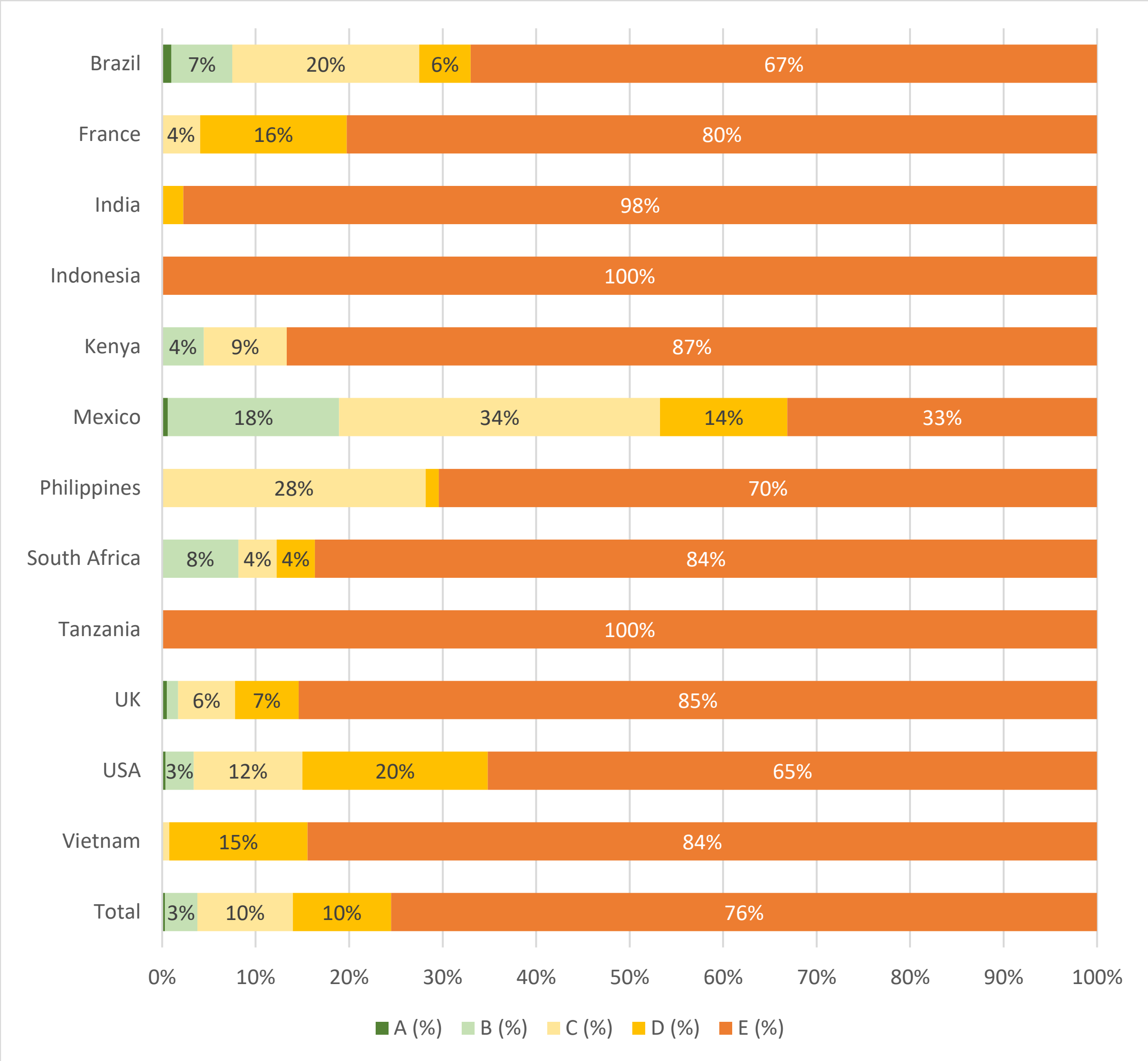
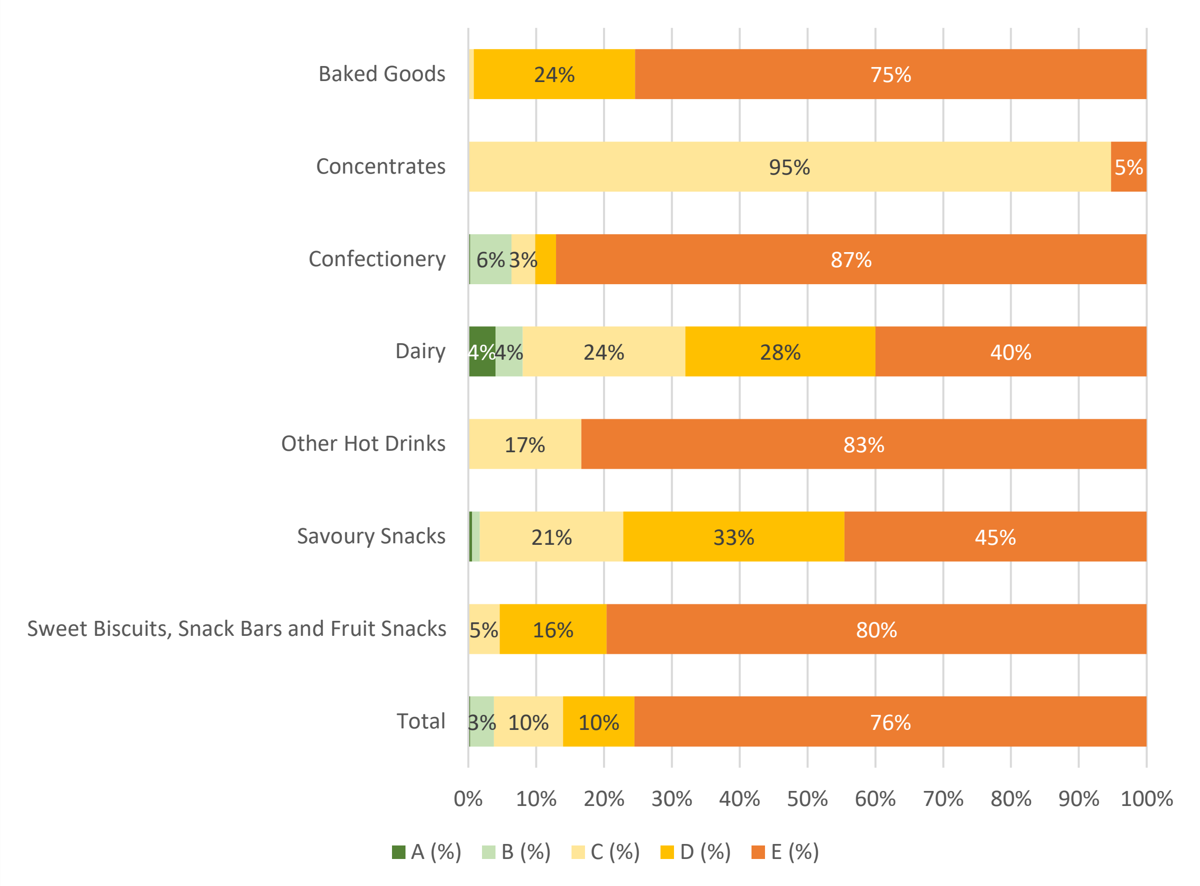


Figure 24.8 *Proportions Mondelēz products meeting each color/letter rating under Nutri-Score – by Category*



Overall, just over three quarters of Mondelēz products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 10% of products received the second lowest rating (D; light orange) (**Figure 24.7**). <1% of products received the highest rating (A-dark green), and 3% received the second highest rating (B-light green). Results varied between countries and categories, with Mexico the only country to have <50% products receiving an 'E' rating. 'Dairy' received the highest proportion of 'A' ratings (4%) and 'Confectionery' the highest proportion of 'E' ratings (**Figure 24.8**).

More specific results broken down by company and country for Mondelēz can be seen in Appendix A.

COMPANY 25: NESTLÉ

Products included

There were 4,378 identified products manufactured by Nestlé in 12 countries. There was sufficient nutrient information for all products to generate all nutrient profile models. **Table 25.1** shows the breakdown of products in each category by country.

Table 25.1 *Number of Nestlé products by country in each Euromonitor subset*

	BR	CN	FR	IN	ID	KE	MX	PH	TZ	TH	UK	US	Total
Bottled Water	0	0	103	0	0	0	47	0	0	7	53	125	**335**
Breakfast Cereals	12	0	0	0	0	0	0	0	0	0	38	0	**50**
Concentrates	0	0	0	0	0	0	0	14	0	0	0	0	**14**
Confectionery	267	156	300	159	23	0	116	0	24	36	662	0	**1,743**
Dairy	172	104	2	46	39	5	121	50	2	47	25	231	**844**
Instant Tea and Coffee Mixes	0	59	0	0	1	1	0	22	1	32	57	0	**173**
Other Hot Drinks	32	0	20	0	18	2	32	5	3	17	0	17	**146**
RTD Coffee	0	22	0	0	21	0	0	0	0	0	0	0	**43**
Ready Meals	0	0	0	0	0	0	0	0	0	0	0	606	**606**
Rice, Pasta and Noodles	0	0	0	109	0	0	0	0	0	0	0	0	**109**
Sauces, Dips and Condiments	0	17	66	87	0	1	23	9	1	0	0	0	**204**
Sweet Biscuits, Snack Bars and Fruit Snacks	111	0	0	0	0	0	0	0	0	0	0	0	**111**
Total	**594**	**358**	**491**	**401**	**102**	**9**	**339**	**100**	**31**	**139**	**835**	**979**	**4,378**
% sales*	**98%**	**88%**	**87%**	**95%**	**99%**	**89%**	**96%**	**99%**	**100%**	**90%**	**95%**	**92%**	**93%**

* Note that this value indicates % sales from included categories for each country.

The 12 countries used in this analysis represented 38% of Nestlé global food and beverage sales in 2022. Of these 12 countries, the USA represented the highest proportion of revenue by far, with 36%, and Tanzania the lowest with <1%. Within each country, the included categories represented between 87% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the 12 product categories included in analysis, 'Dairy' represented the highest proportion of sales, although 'Confectionery' had the highest number of products.

<u>ANALYSIS 1 and 2:</u> *Country and category rankings based upon mean nutrient profile of Nestlé products and sales-weighted mean nutrient profile of Nestlé products*

Figure 25.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Nestlé products*

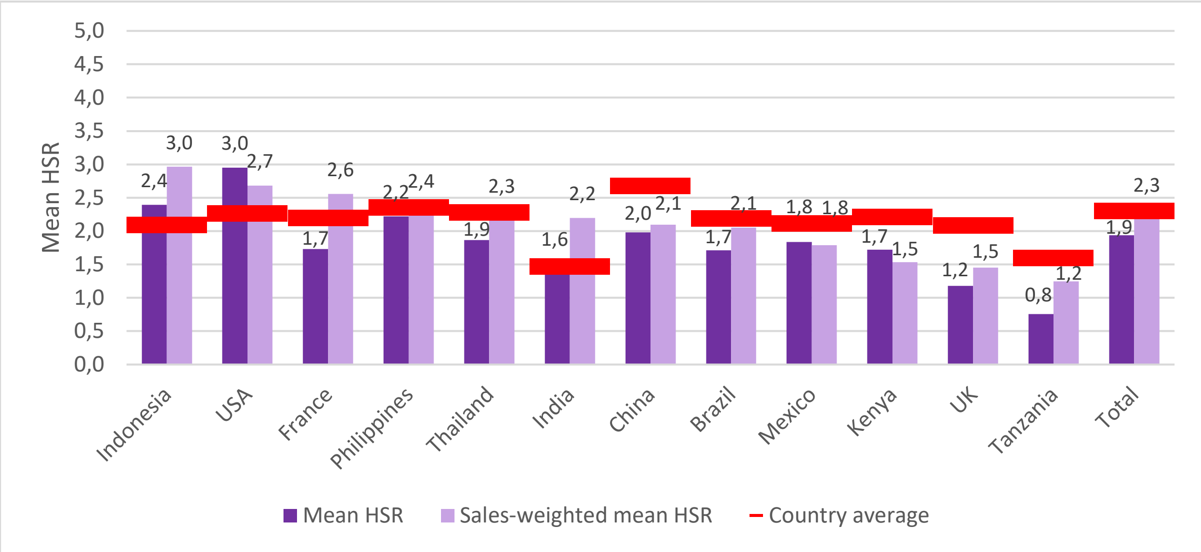
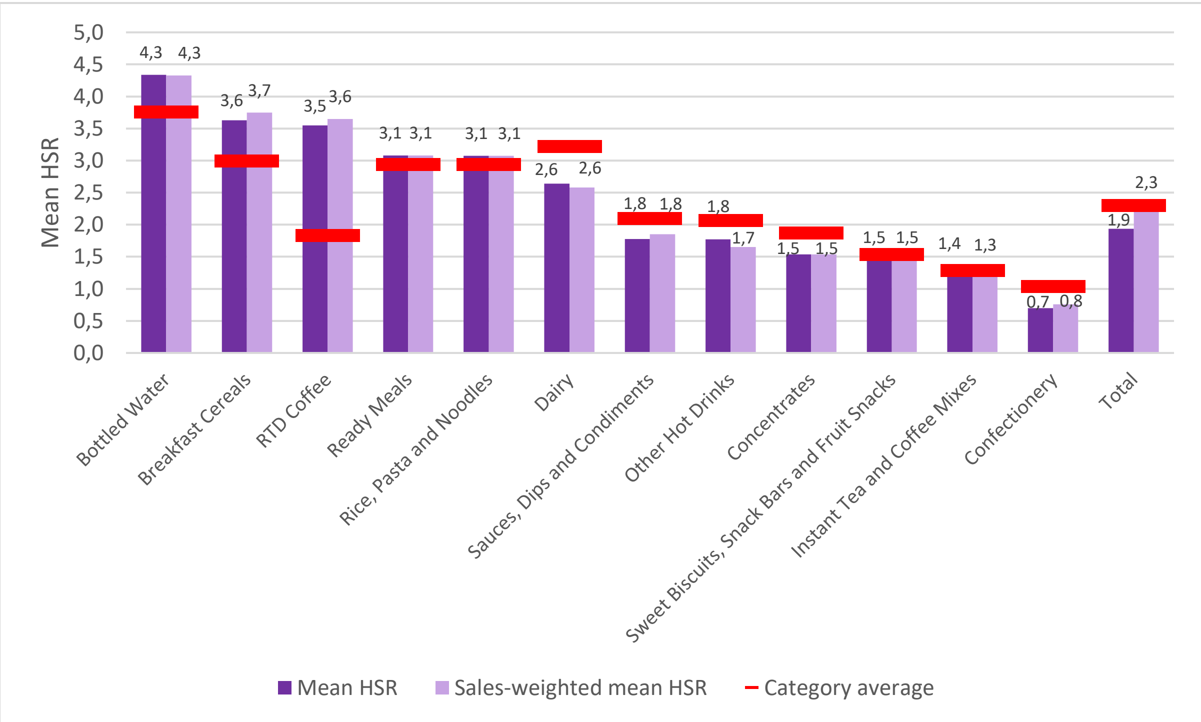


Figure 25.2 *Mean Health Star Rating by category for Nestlé products*



Nestlé had a low overall mean HSR of 1.9 which increased to 2.3 when results were weighted by sales (**Figure 25.1**). The USA had the highest mean HSR (3.0), however, once sales-weighting was applied, Indonesia led with a mean HSR of 3.0. Tanzania had the lowest mean HSR. When results were examined by category (**Figure 25.2**), the highest mean HSR was seen in the 'Bottled Water' category (4.3), with 'Confectionery' having the lowest mean HSR of all Nestlé categories.

<u>ANALYSIS 3 and 4:</u> *Country and category rankings based upon proportion of Nestlé products considered "healthier" and sales-weighted proportion of Nestlé products considered "healthier"*

Figure 25.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Nestlé*

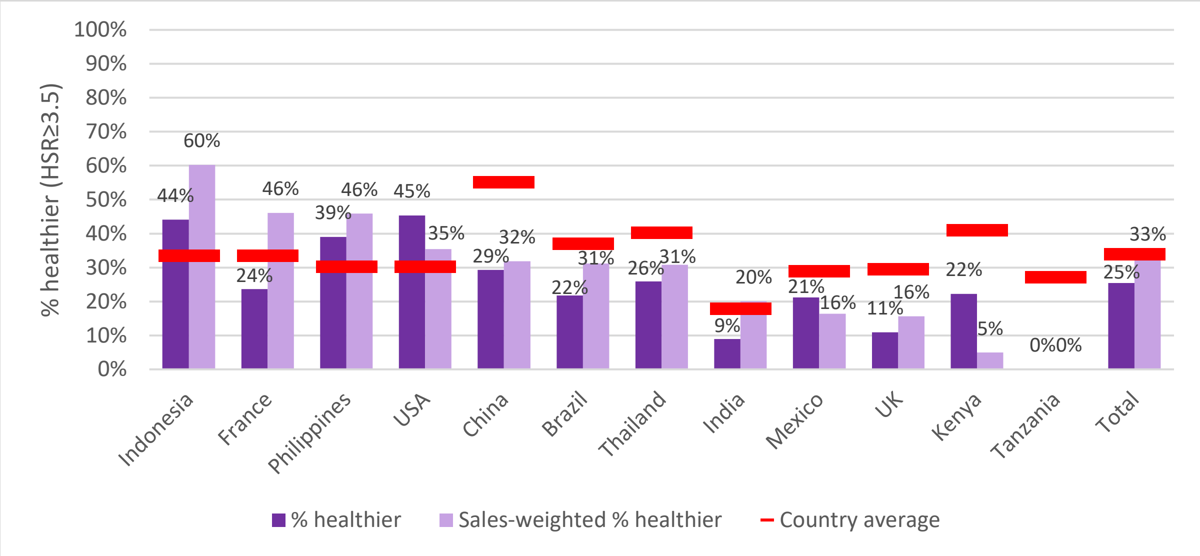
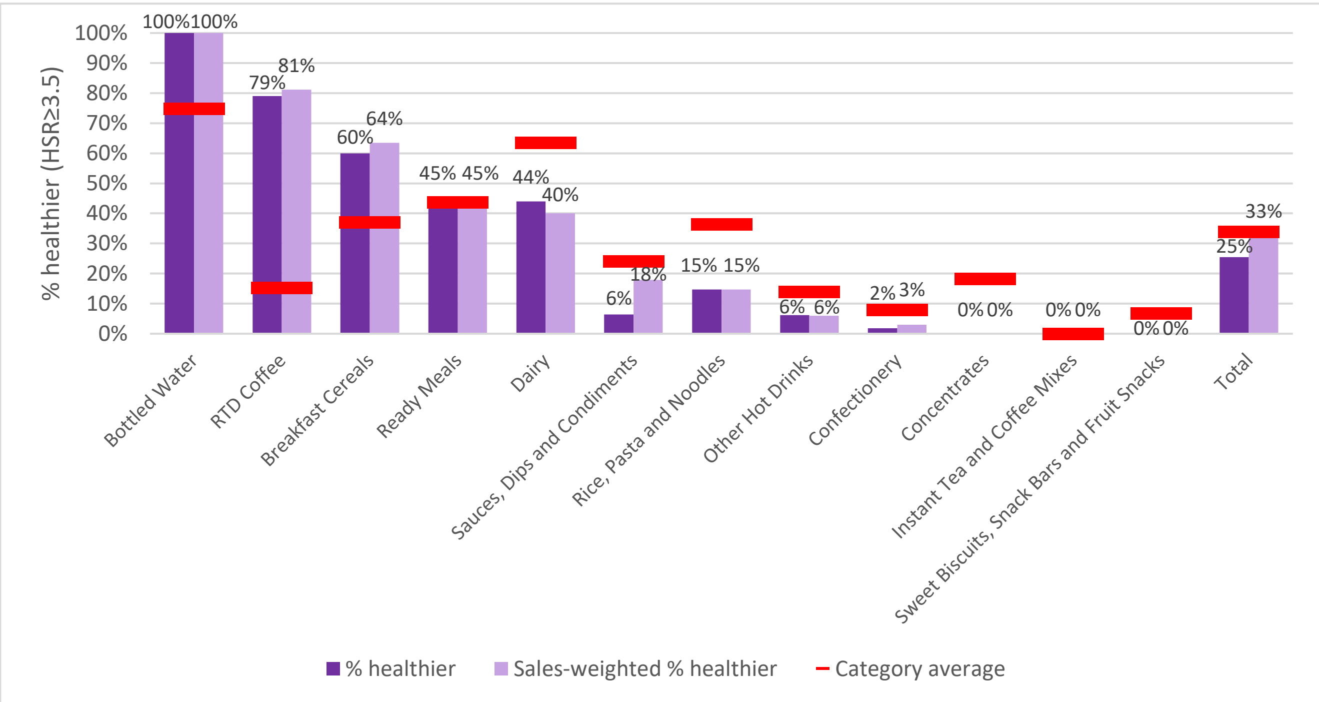


Figure 25.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Nestlé*



Overall, Nestlé had 25% of sales with an HSR of 3.5 or greater, increasing substantially to 33% after sales-weighting (**Figure 25.3**) showing that healthier products contributed more to sales than less healthy products. Indonesia had the highest sales-weighted proportion of products considered healthier (60%). Tanzania had the lowest proportion of products receiving an HSR≥3.5 (0%). Similar trends were observed in the category analysis as were observed in the overall mean HSR analysis, with 'Bottled Water' and 'RTD Coffee' having the highest proportion of products with ≥3.5 HSR (**Figure 25.4**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Nestlé products meeting WHO criteria*

Figure 25.5 *Proportions of Nestlé products meeting WHO criteria for marketing to children – by Country*

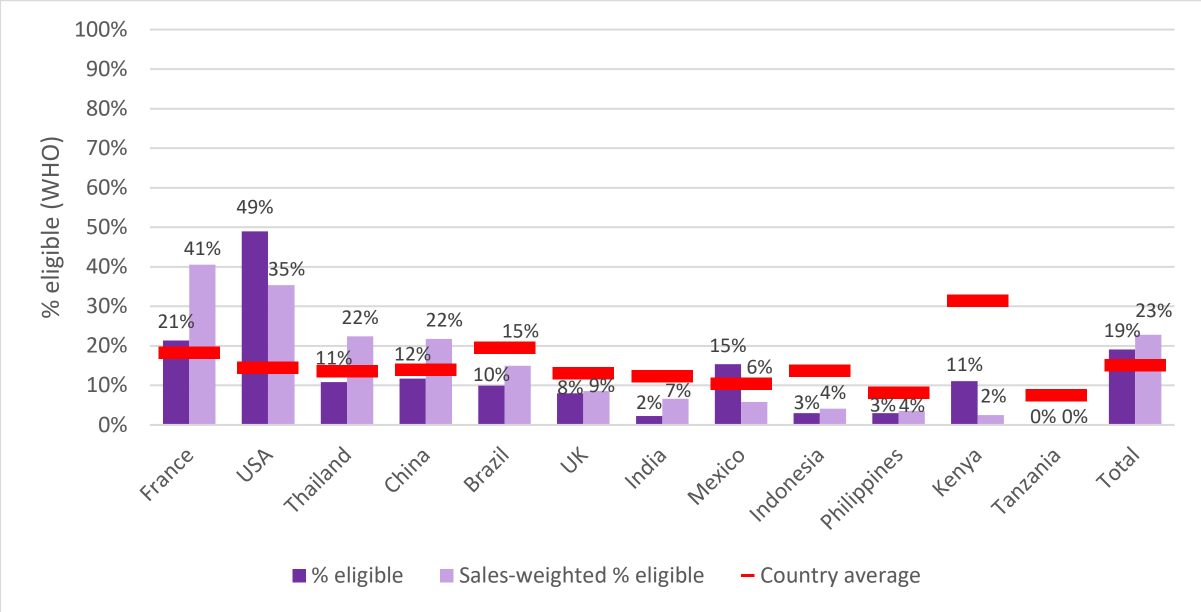
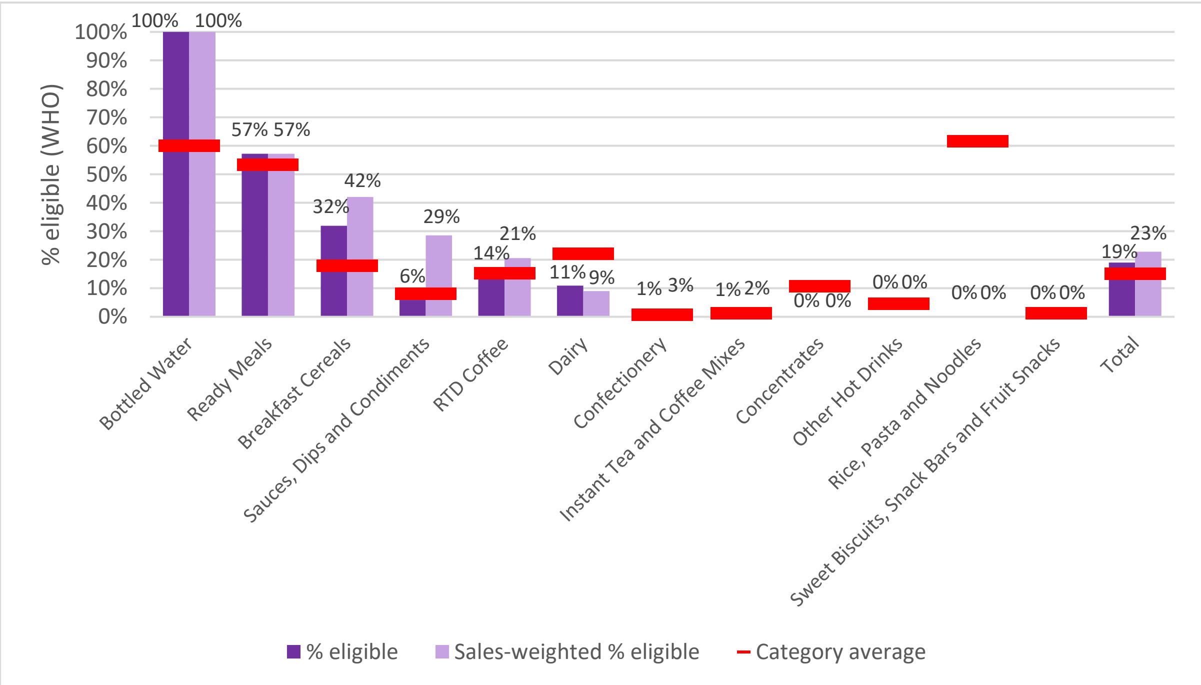


Figure 25.6 *Proportions of Nestlé products meeting WHO criteria for marketing to children – by Category*



Overall a low proportion of Nestlé products (19%) were eligible for marketing to children under the WHO criteria (**Figure 25.5**), increasing to 23% when results were weighted by sales. The USA had the highest proportion of products eligible for marketing to children (49%) before sales-weighting was applied, with France having the highest proportion following sales-weighting (41%). Tanzania had zero products eligible. 'Bottled Water' had the highest proportion of eligible products (100%) followed by 'Ready Meals' (57%) with all other categories having a low proportion of eligible products (**Figure 25.6**).

ANALYSIS 7: *Country and company results for Nestlé using Nutri-Score*

Figure 25.7 *Proportions of Nestlé products meeting each color/letter rating under Nutri-Score – by Country*

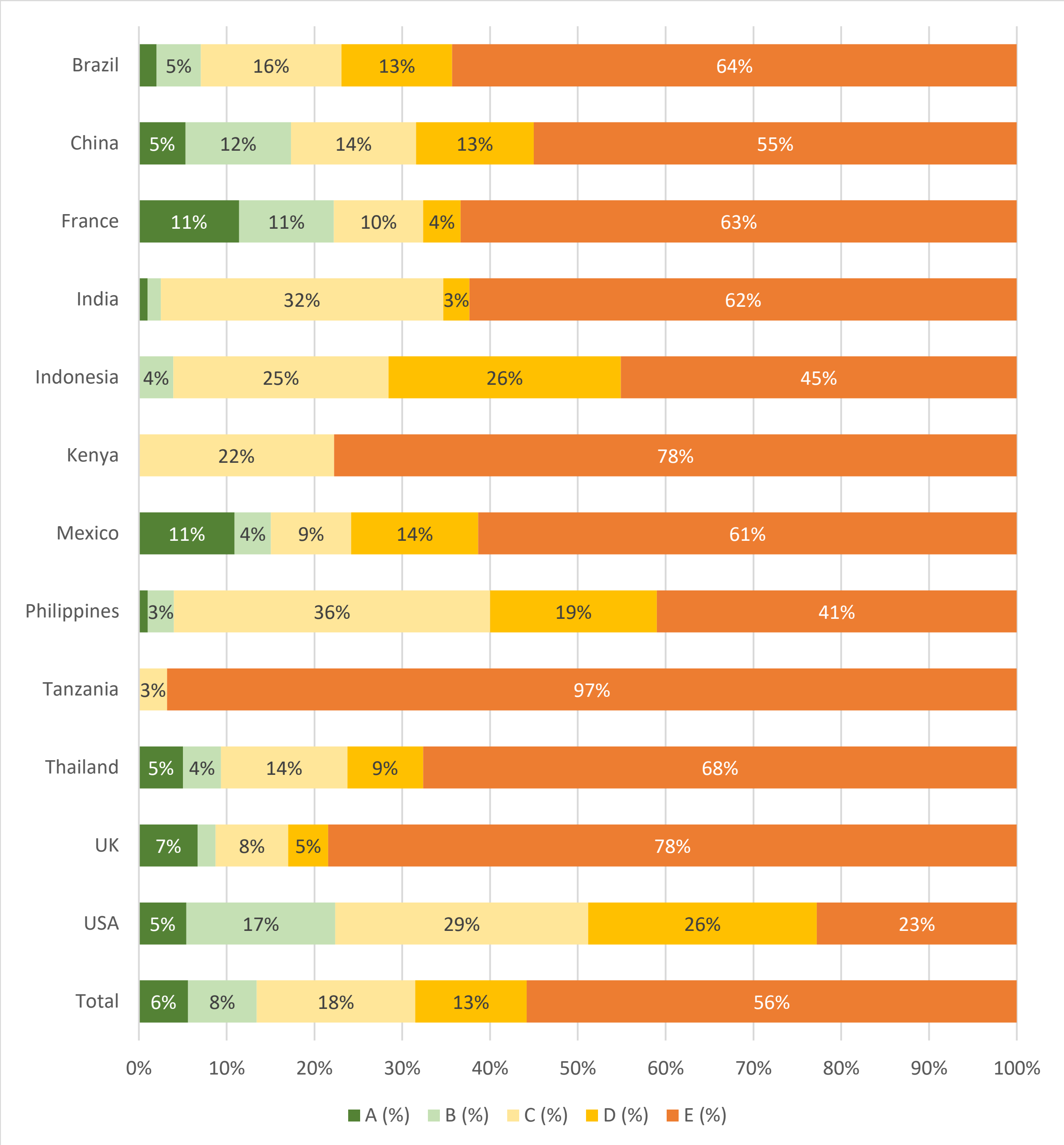
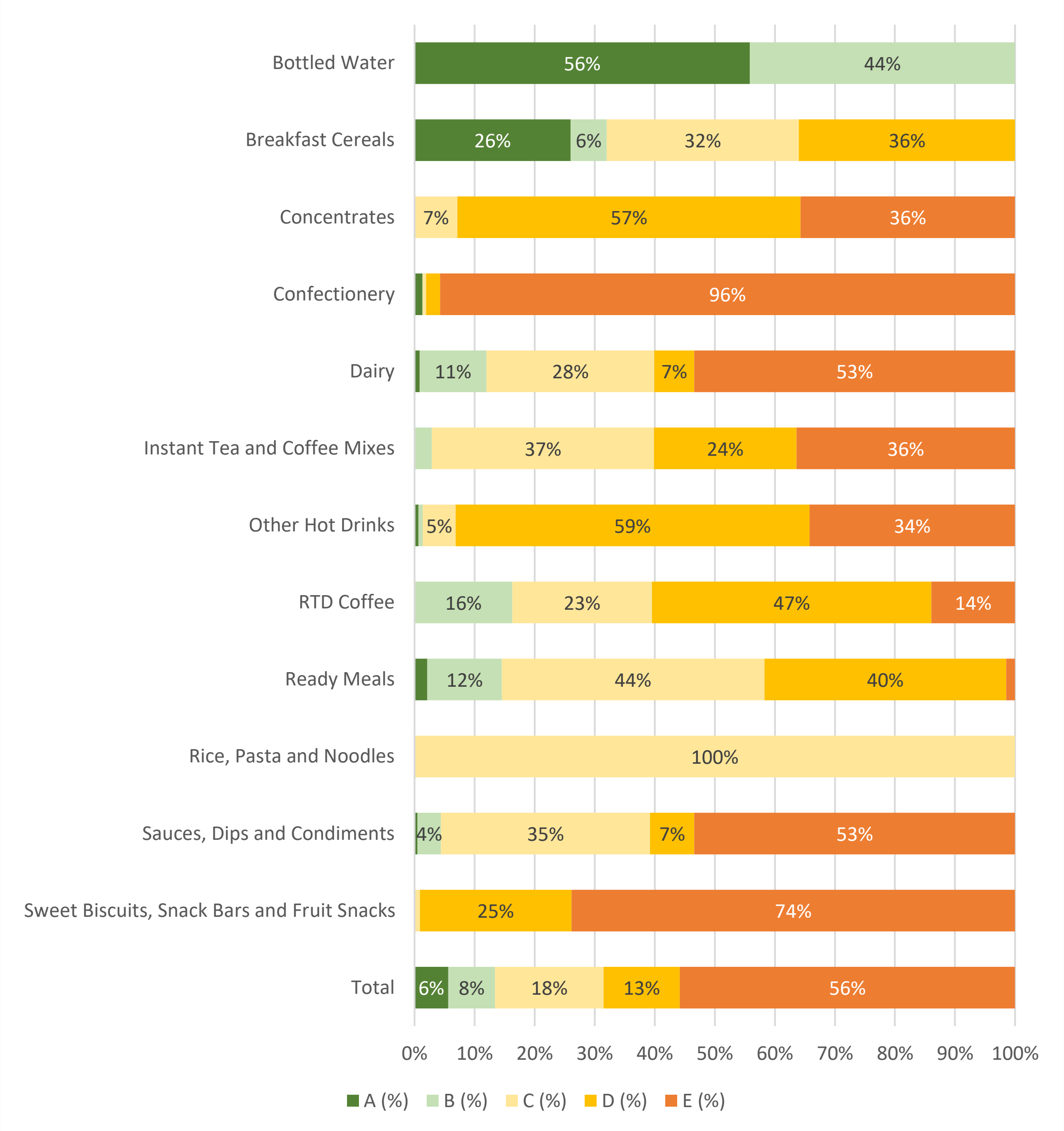


Figure 25.8 *Proportions Nestlé products meeting each color/letter rating under Nutri-Score – by Category*



Overall, more than half (56%) of Nestlé products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 13% of products received the second lowest rating (D; light orange) (**Figure 25.7**). Only 6% of products received the highest rating (A-dark green), and 9% received the second highest rating (B-light green). Results varied between countries and categories, with the proportion of 'E' products ranging from 19% for the Philippines to 94% for Tanzania. 'Bottled Water' received the highest proportion of 'A' ratings (56%) and 'Confectionery' the highest proportion of 'E' ratings (**Figure 25.8**).

More specific results broken down by company and country for Nestlé can be seen in Appendix A.

COMPANY 26: NISSIN

Products included

There were 1,205 identified products manufactured by Nissin in 10 countries. There was sufficient nutrient information for all products to generate a Health Star Rating, a Nutri-Score rating and for the WHO Euro analysis. **Table 26.1** shows the breakdown of products in each category by country.

Table 26.1 *Number of Nissin products by country in each Euromonitor subset*

	Breakfast Cereals	Dairy	Ready Meals	Rice, Pasta and Noodles	Sweet Biscuits	Total	% sales*
Brazil	0	0	0	65	0	**65**	**100%**
China	0	0	0	278	0	**278**	**100%**
India	0	0	0	30	0	**30**	**100%**
Indonesia	0	0	0	26	0	**26**	**100%**
Japan	23	6	22	577	16	**644**	**100%**
Mexico	0	0	0	26	0	**26**	**100%**
Philippines	0	0	0	39	0	**39**	**100%**
Thailand	0	0	0	37	0	**37**	**100%**
USA	0	0	0	45	0	**45**	**100%**
Vietnam	0	0	0	15	0	**15**	**100%**
Total	**23**	**6**	**22**	**1,138**	**16**	**1,205**	**100%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in this analysis represented 81% of Nissin global food and beverage sales in 2022. Of the 10 countries included, Japan represented the highest proportion of sales, with 63%, and Vietnam the lowest with <1%. Within each country, the included categories represented 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the five product categories included in analysis, ‘Rice, Pasta and Noodles’ represented the highest proportion of sales (89%) and the largest number of products.

<u>ANALYSIS 1 and 2:</u> *Country and category rankings based upon mean nutrient profile of Nissin products and sales-weighted mean nutrient profile of Nissin products*

Figure 26.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Nissin products*

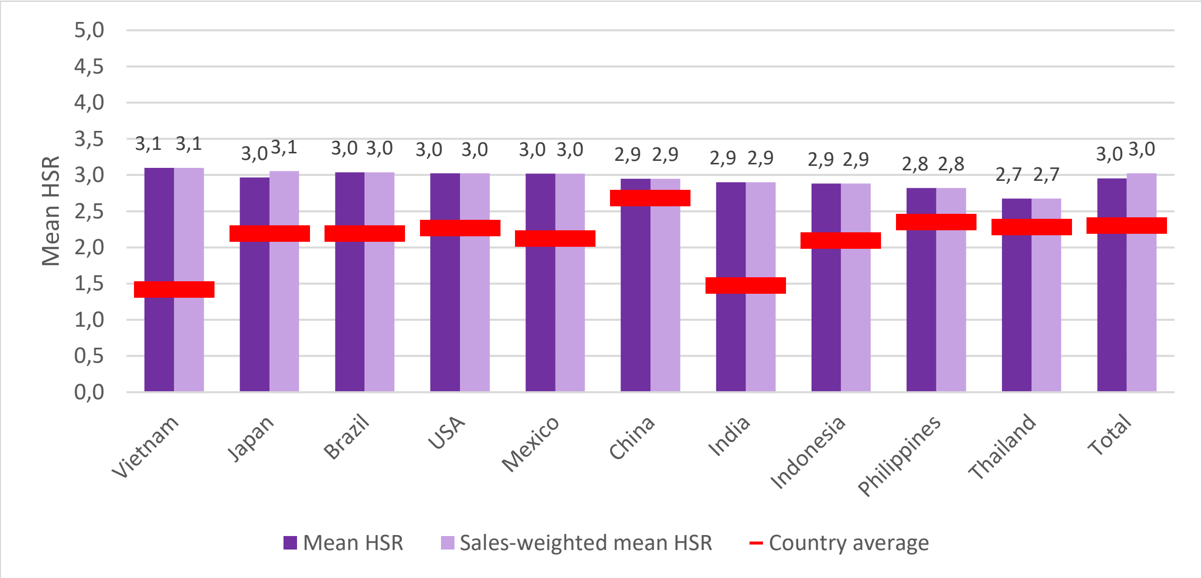
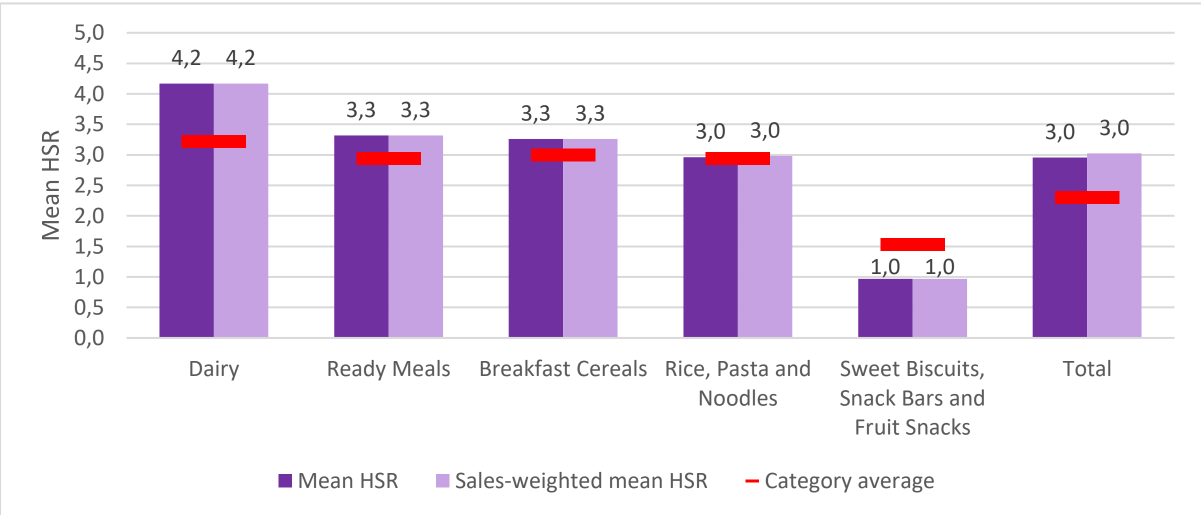


Figure 26.2 *Mean Health Star Rating by category for Nissin products*



Nissin had an overall mean HSR of 3.0 which remained the same when results were weighted by sales (**Figure 26.1**). Out of the 10 countries included in Nissin's analysis, Vietnam had the highest mean HSR both before and after results were weighted by sales (3.1), followed by Japan (3.1 after sales-weighting) with Thailand the lowest mean HSR (2.7). As seen in **Figure 26.2**, 'Dairy' had the highest mean HSR of the five included categories, although this category represented <5% of revenue for Nissin. 'Sweet Biscuits, Snack Bars and Fruit Snacks' had the lowest mean HSR (1.0), however this also represented <5% of revenue. The highest revenue category (Rice Pasta and Noodles) had a mean HSR of 3.0 before and after sales-weighting.

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Nissin products considered "healthier" and sales-weighted proportion of Nissin products considered "healthier"*

Figure 26.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Nissin*

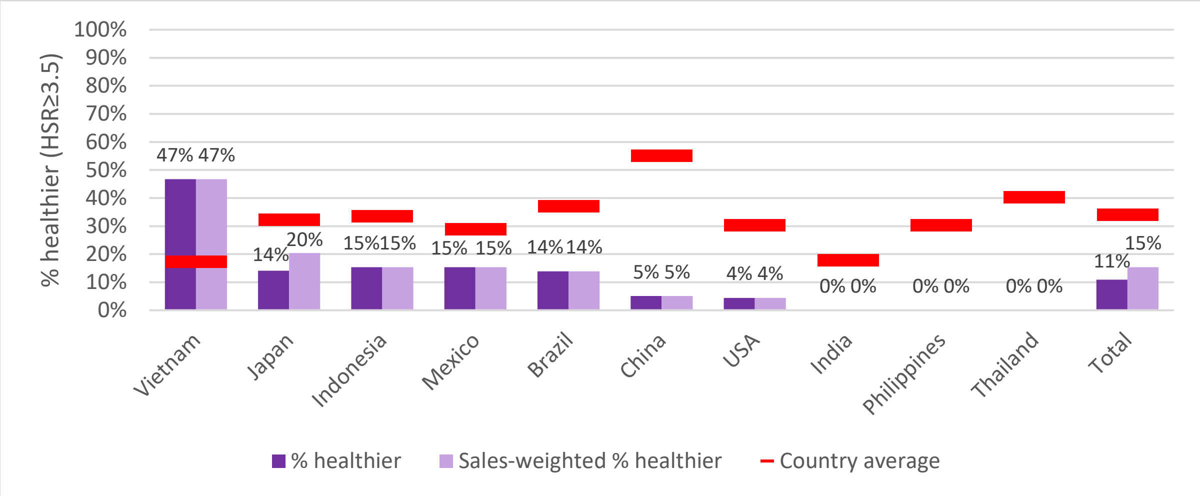
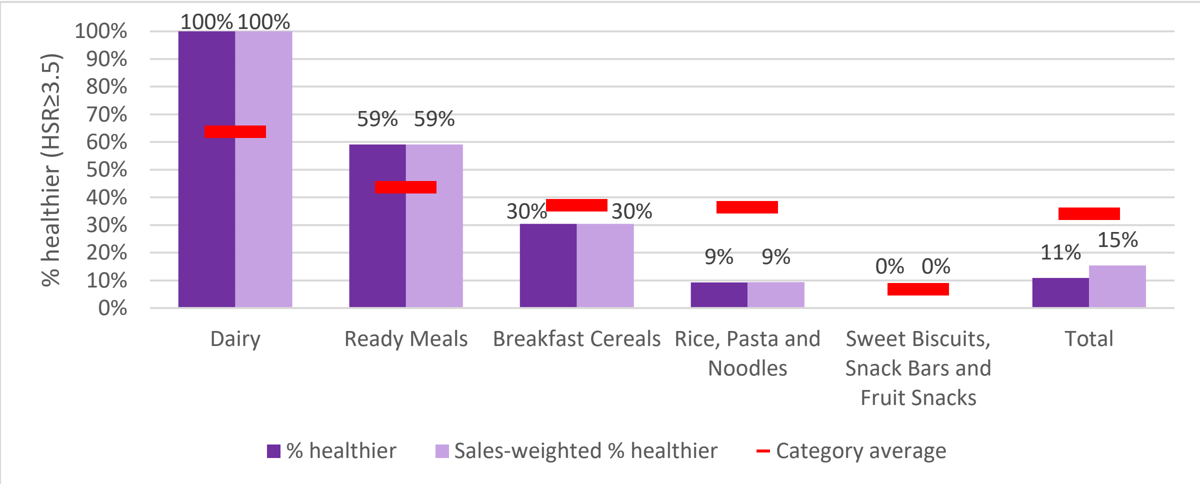


Figure 26.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Nissin*



Overall, Nissin had a relatively low proportion of products across all 10 countries with an HSR of 3.5 or greater (11%), which increased to 15% when results were weighted by sales (**Figure 26.3**). This large difference between mean HSR (which was relatively high compared to other companies) is explained by the fact that most Nissin products received an HSR of 3.0, excluding them from the definition of 'healthier' under this metric. Vietnam by far had the highest proportion of products receiving an HSR of 3.5 or more (47%) with India, the Philippines and Thailand having 0%. 'Dairy' had 100% of products receiving an HSR of ≥3.5, followed by 'Ready Meals' with 59%. Zero products in the 'Sweet Biscuits, Snack Bars and Fruit Snacks' category received an HSR of 3.5 or greater (**Figure 26.4**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Nissin products meeting WHO criteria*

Figure 26.5 *Proportions of Nissin products meeting WHO criteria for marketing to children – by Country*

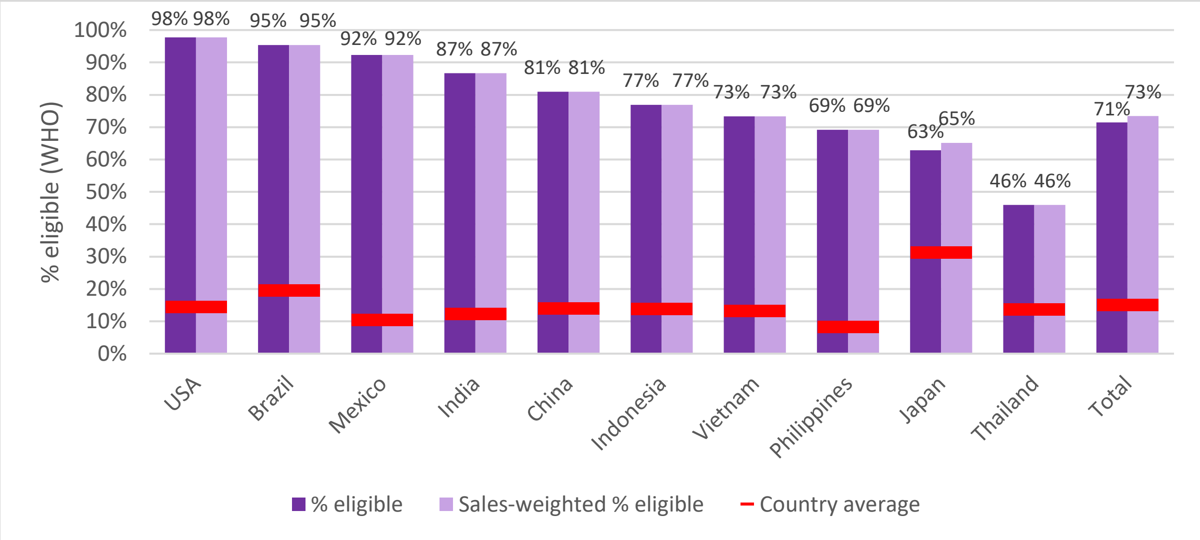
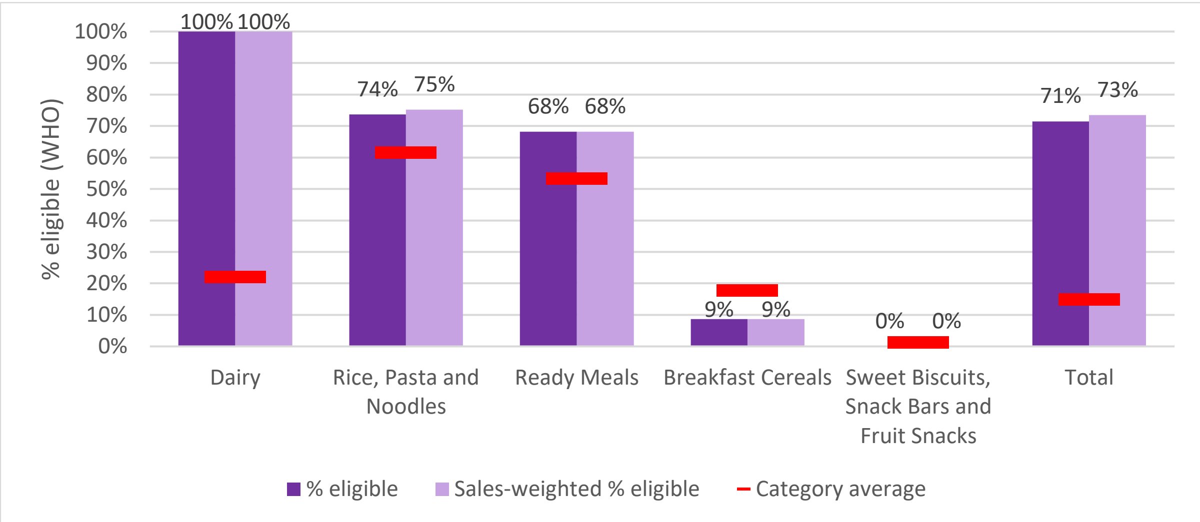


Figure 26.6 *Proportions of Nissin products meeting WHO criteria for marketing to children – by Category*



Overall a much higher proportion of Nissin products (73%) were eligible for marketing to children (**Figure 26.5**) compared to those defined as healthier under the HSR. The USA ranked highest in terms of the proportion of products eligible for marketing to children before and after sales-weighting (98%), with Thailand the lowest (47%). 'Dairy' had 100% of products eligible under this metric (**Figure 26.6**) followed by 'Rice Pasta and Noodles' with 75%.

ANALYSIS 7: *Country and company results for Nissin using Nutri-Score*

Figure 26.7 *Proportions of Nissin products meeting each color/letter rating under Nutri-Score – by Country*

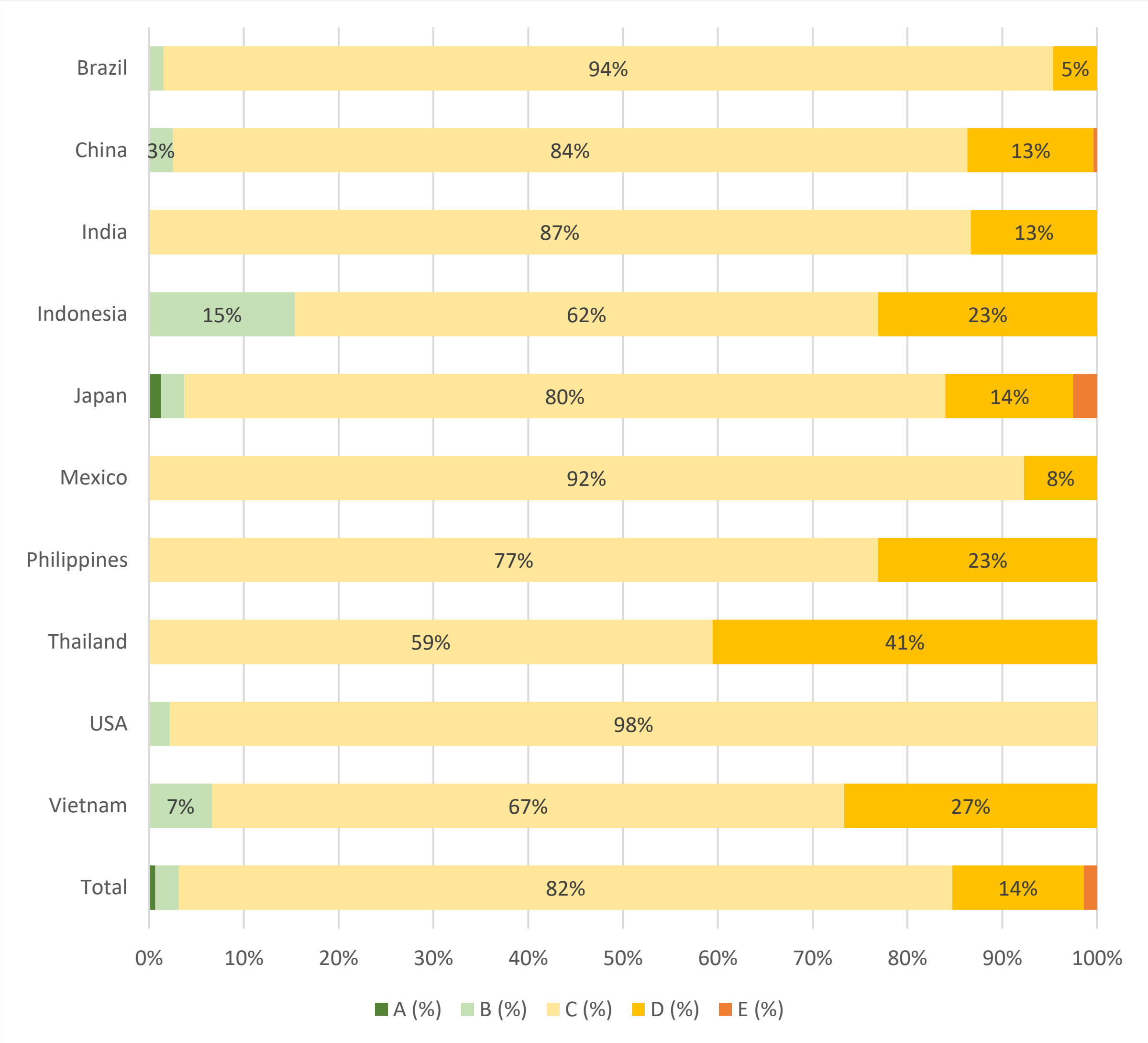
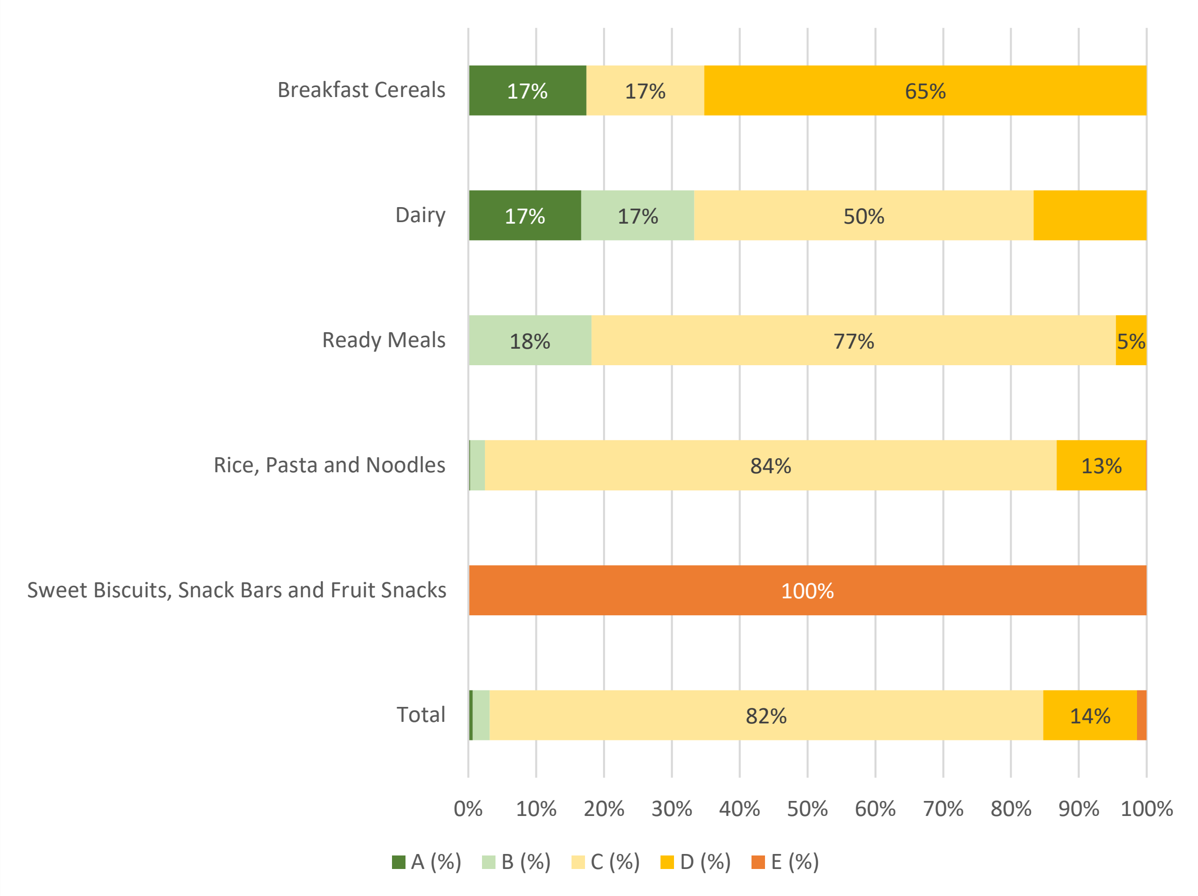


Figure 26.8 *Proportions of Nissin products meeting each color/letter rating under Nutri-Score – by Category*



Overall, the vast majority (82%) of Nissin products received the rating of 'C-yellow' under Nutri-Score, with 14% receiving a 'D-light orange' rating (**Figure 26.7**). Only 1% of products received the highest rating (A-dark green), and 2% received the second highest rating (B-light green). Results varied between both categories more than they did countries. 'Sweet Biscuits, Snack Bars and Fruit Snacks' had the highest proportion of 'E' products (100%; **Figure 26.8**).

More specific results broken down by company and country for Nissin can be seen in Appendix A.

COMPANY 27: PEPSICO

Products included

There were 2,592 identified products manufactured by PepsiCo in 10 countries. There was sufficient nutrient information for 2,513 products to generate a Health Star Rating, for 2,592 to generate results for the WHO analysis and for 2,555 to generate Nutri-Score ratings. **Table 27.1** shows the breakdown of products in each category by country.

***Table 27.1** Number of PepsiCo products by country in each Euromonitor subset*

	BR	CN	IN	KE	MX	NL	PH	ZA	TZ	UK	US	VN	Total
Baked Goods	0	0	0	0	0	0	0	54	0	0	0	0	**54**
Bottled Water	0	0	1	0	0	0	0	0	0	0	59	1	**61**
Breakfast Cereals	0	27	0	10	0	34	51	57	0	48	66	0	**293**
Carbonates	7	42	23	9	17	23	16	0	10	35	182	101	**465**
Confectionery	0	0	0	0	25	0	0	0	0	0	0	0	**25**
Energy Drinks	0	0	3	0	0	0	3	0	0	13	0	6	**25**
Juice	0	0	11	25	0	0	0	102	32	0	0	7	**177**
Other Hot Drinks	5	0	0	0	0	0	0	0	0	0	0	0	**5**
RTD Tea	0	0	0	0	0	26	0	0	0	0	0	0	**26**
Rice, Pasta and Noodles	0	0	0	0	0	0	0	22	0	0	0	0	**22**
Sauces, Dips and Condiments	0	0	0	0	0	0	0	0	0	4	0	0	**4**
Savoury Snacks	106	103	40	0	164	178	83	109	7	159	150	0	**1,099**
Sports Drinks	13	4	0	0	23	0	13	0	0	0	149	0	**202**
Sweet Biscuits	1	58	0	0	75	0	0	0	0	0	0	0	**134**
Total	**132**	**234**	**78**	**44**	**304**	**261**	**166**	**344**	**49**	**259**	**606**	**115**	**2,592**
% sales*	**83%**	**99%**	**96%**	**100%**	**98%**	**99%**	**100%**	**84%**	**99%**	**99%**	**94%**	**90%**	**95%**

* Note that this value indicates % sales from included categories for each country.

The 12 countries used in this analysis represented 70% of PepsiCo global food and beverage sales in 2022. Of these 12 countries, the USA represented the highest proportion of revenue by far, with 66%, and Kenya the lowest revenue with <1%. Within each country, the included categories represented between 83% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the 14 product categories included in analysis, 'Savoury Snacks' represented the largest number of products and the highest proportion of sales by far (48%).

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of PepsiCo products and sales-weighted mean nutrient profile of PepsiCo products*

Figure 27.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for PepsiCo products*

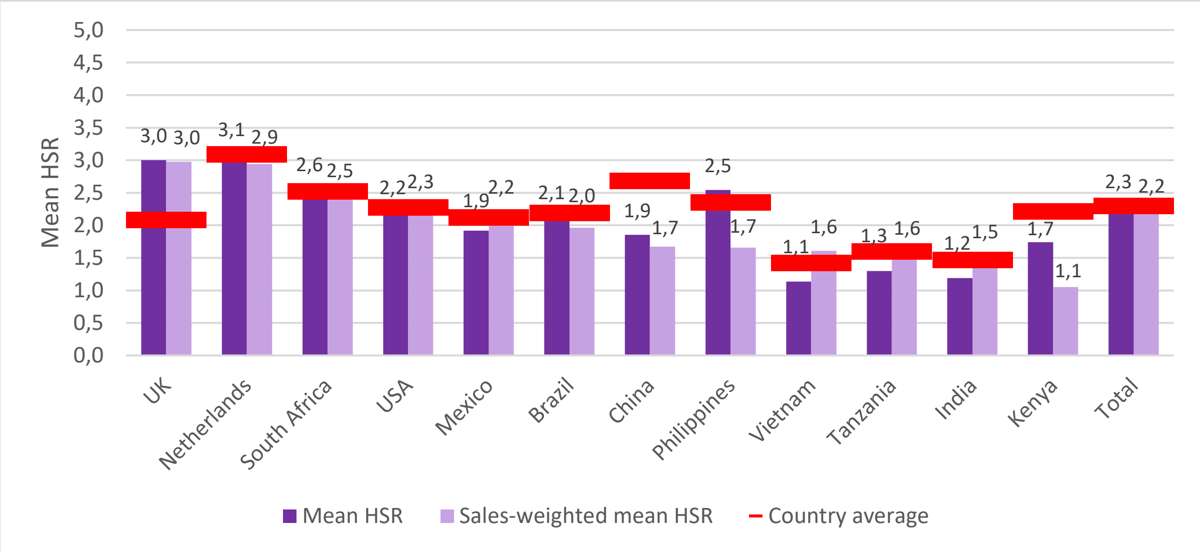
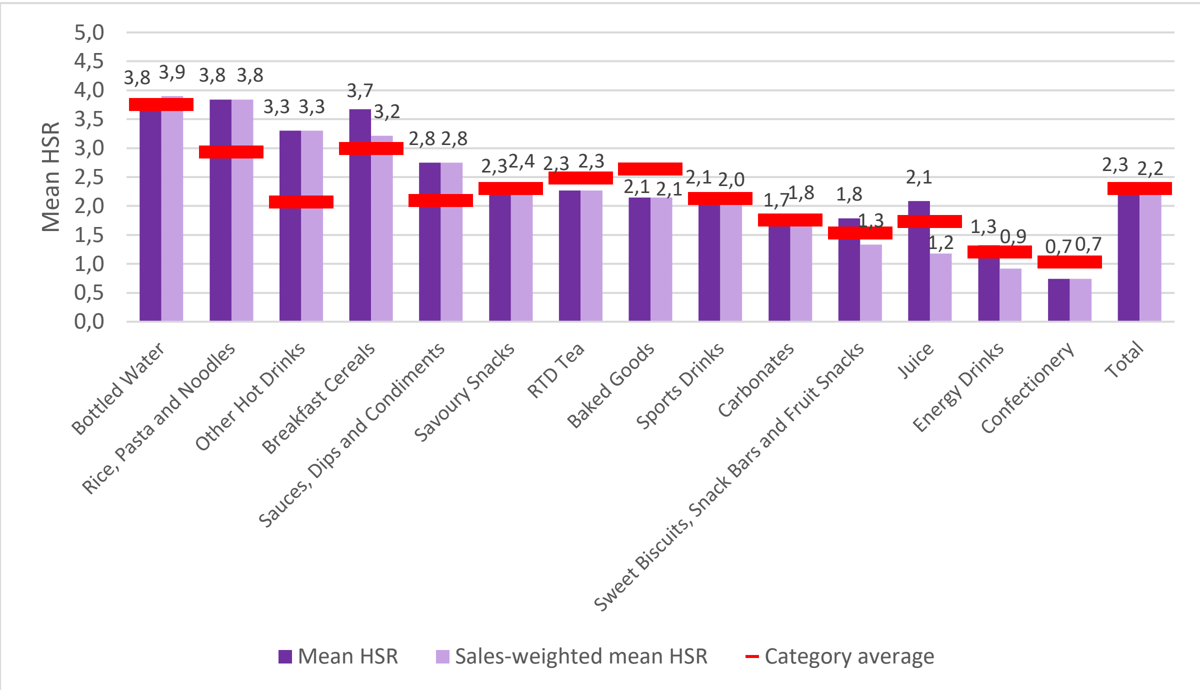


Figure 27.2 *Mean Health Star Rating by category for PepsiCo products*



PepsiCo had an overall mean HSR of 2.3 which decreased slightly to 2.2 when results were weighted by sales (**Figure 27.1**). Out of the 12 countries included in PepsiCo's analysis, the UK had the highest sales-weighted mean HSR (3.0), followed by the Netherlands (2.9), with Kenay the lowest with 1.1. When results were examined by category (**Figure 27.2**), the highest sales-weighted mean HSR was seen in the 'Bottled Water' category (3.9), with 'Confectionery' the lowest (0.7).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of PepsiCo products considered "healthier" and sales-weighted proportion of PepsiCo products considered "healthier"*

Figure 27.3 *Proportion of products considered "healthier" using the Health Star Rating by country for PepsiCo*

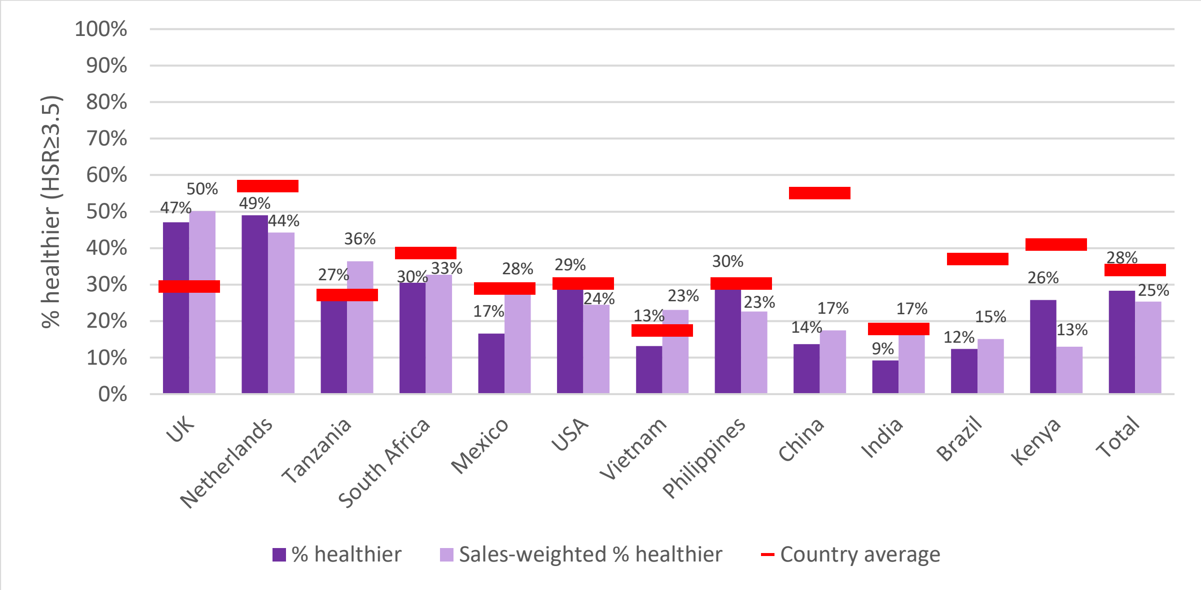
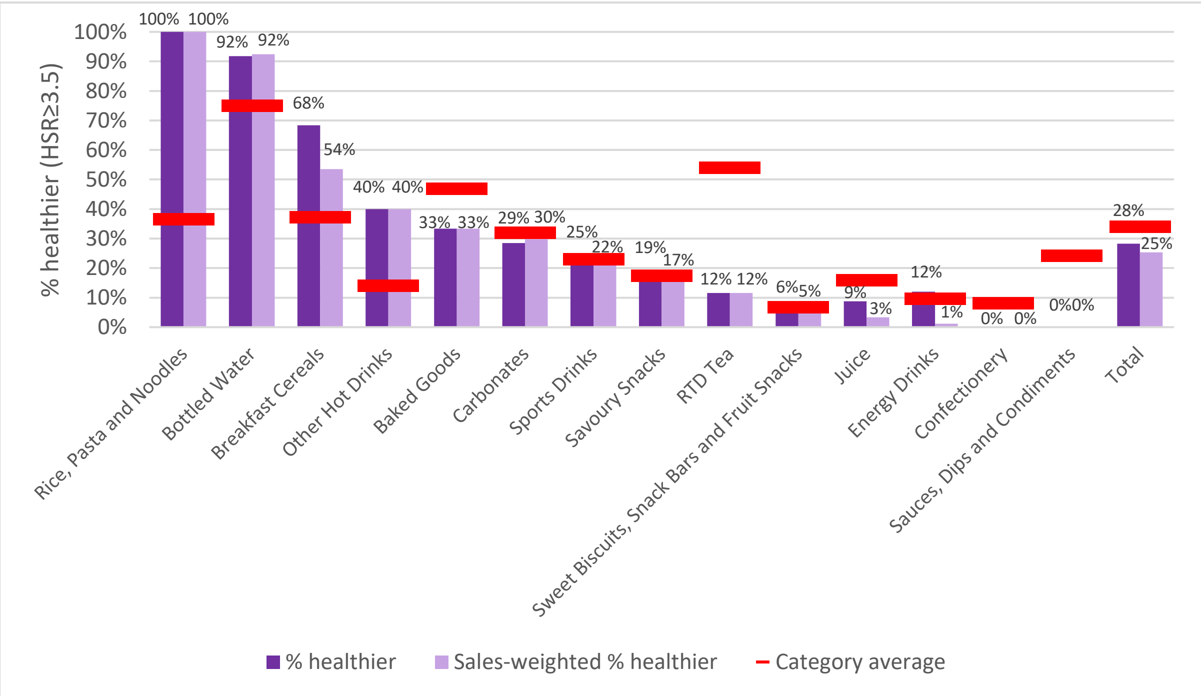


Figure 27.4 *Proportion of products considered "healthier" using the Health Star Rating by category for PepsiCo*



Overall, PepsiCo had 28% of products across all 12 countries with an HSR of 3.5 or greater, decreasing to 25% when results were weighted by sales (**Figure 27.3**). Similar results to the overall mean HSR were seen with the proportion of products receiving an HSR of ≥3.5 in that the UK and Netherlands ranked highest, along with 'Bottled Water' and 'Rice, Pasta and Noodles' (**Figure 27.4**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of PepsiCo products meeting WHO criteria*

***Figure 27.5** Proportions of PepsiCo products meeting WHO criteria for marketing to children – by Country*

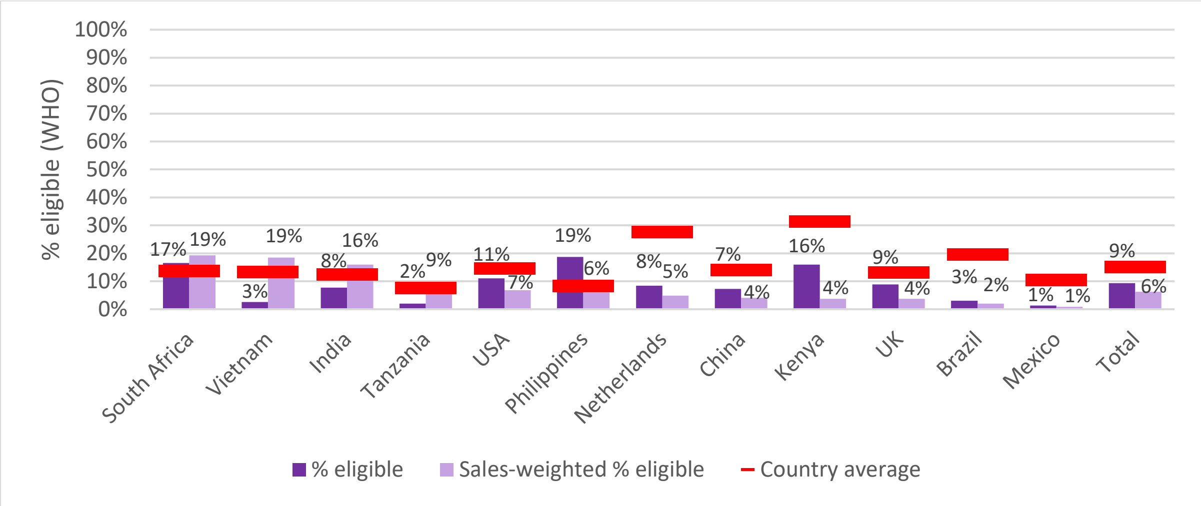
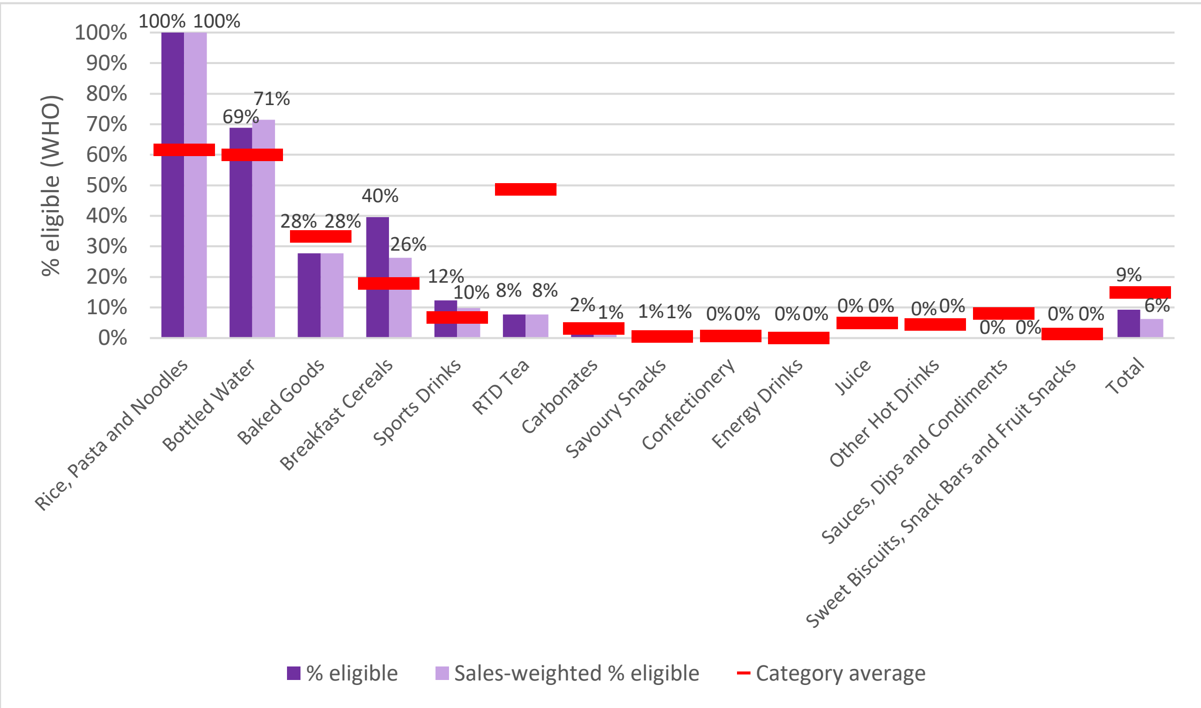


***Figure 27.6** Proportions of PepsiCo products meeting WHO criteria for marketing to children – by Category*



Overall a very low proportion of PepsiCo products (9%) was eligible for marketing to children (**Figure 27.5**) decreasing to 6% after sales-weighting was applied. South Africa and Vietnam had the highest proportion of products eligible for marketing to children after sales-weighting was applied (19%), with Mexico the lowest with 1%. These results paint a different picture to when using the HSR as a marker for healthiness. However, just like with the HSR, 'Bottled Water' and 'Rice, Pasta and Noodles' had the largest proportion of eligible products under this model (**Figure 27.6**).

ANALYSIS 7: *Country and company results for PepsiCo using Nutri-Score*

Figure 27.7 *Proportions of PepsiCo products meeting each color/letter rating under Nutri-Score – by Country*

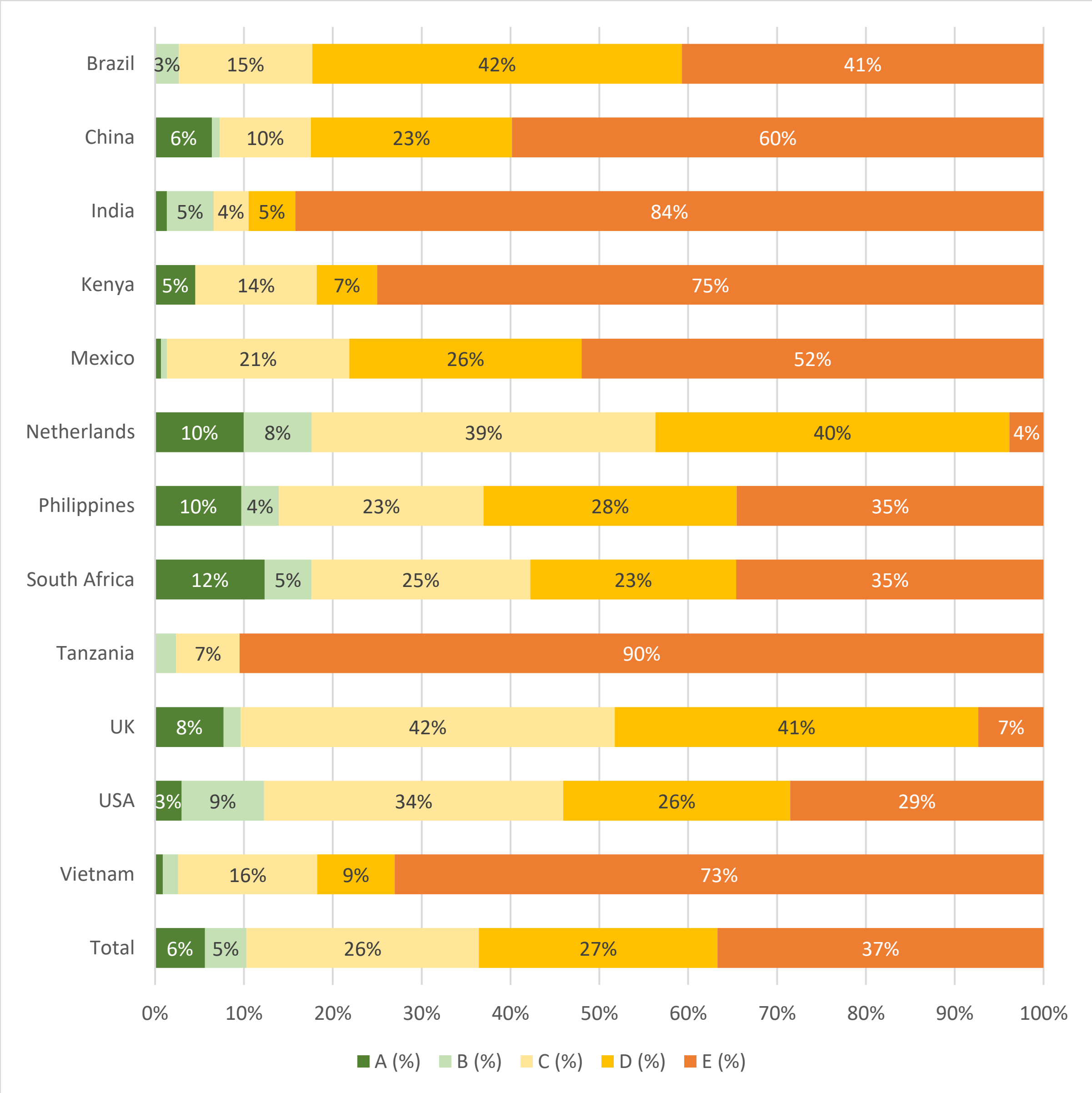
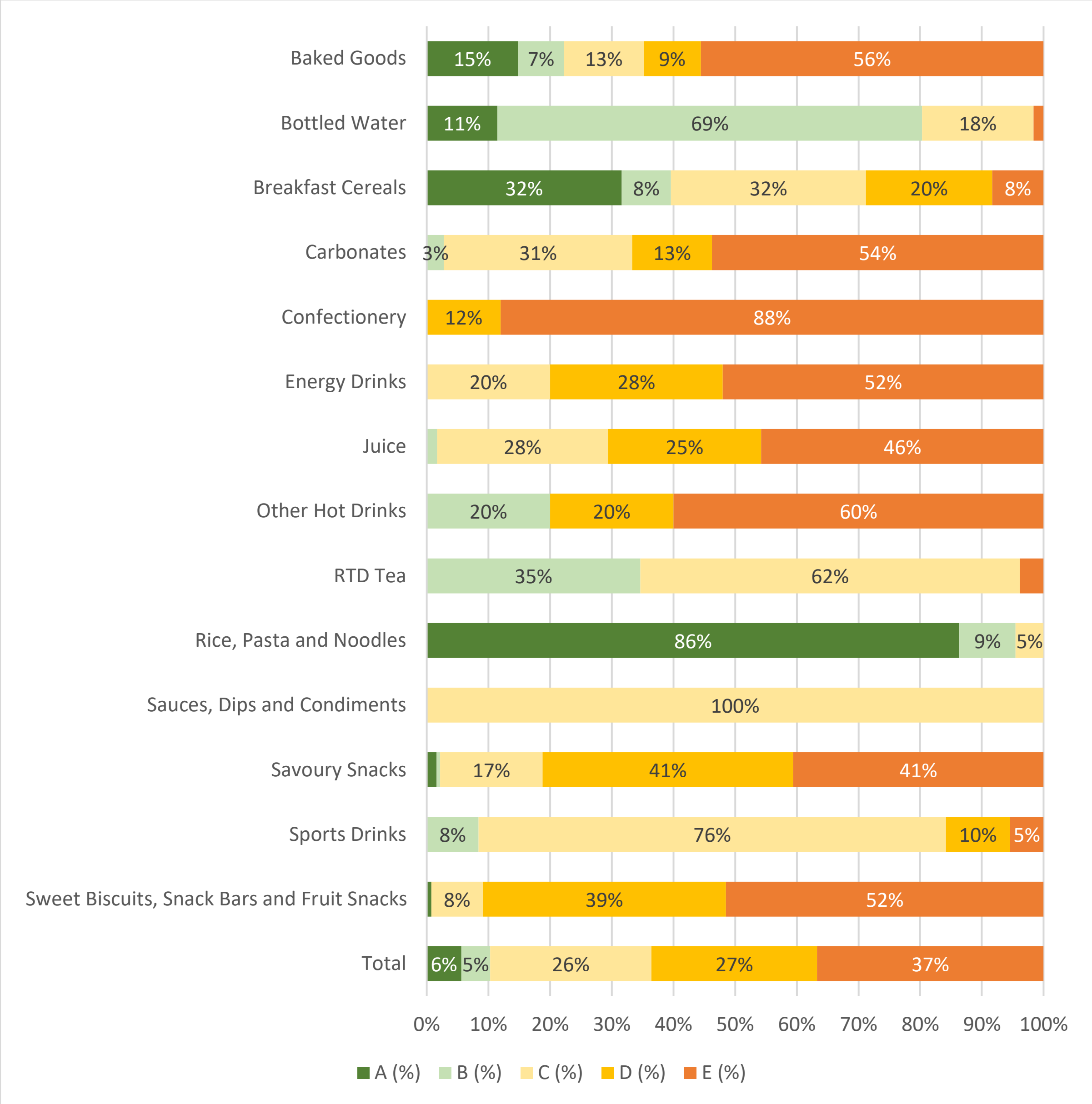


Figure 27.8 *Proportions of PepsiCo products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 37% of PepsiCo products received the rating of 'E-dark orange' under Nutri-Score, with an additional 27% receiving a 'D-light orange' rating (**Figure 27.7**). Only 6% of products received the highest rating (A-dark green), and 5% received the second highest rating (B-light green). Results varied between categories more than they did countries. 'Confectionery' had the highest proportion of 'E' products (88%; **Figure 27.8**), and 'Rice, Pasta and Noodles' the most 'A' products (86%).

More specific results broken down by company and country for PepsiCo can be seen in Appendix A.

COMPANY 28: SUNTORY

Products included

There were 896 identified products manufactured by Suntory in 10 countries. There was sufficient nutrient information for 890 products to generate a Health Star Rating, 891 to generate results for the WHO analysis and 882 to generate a Nutri-Score rating. **Table 28.1** shows the breakdown of products in each category by country.

Table 28.1 *Number of Suntory products by country in each Euromonitor subset*

	Bottled Water	Carbonates	Concentrates	Energy Drinks	Juice	RTD Coffee	RTD Tea	Total	% sales*
Australia	0	0	0	15	0	14	0	**29**	**87%**
China	0	0	0	0	12	12	25	**49**	**100%**
France	0	48	15	0	73	0	18	**154**	**100%**
Ghana	0	0	0	7	0	0	0	**7**	**100%**
Japan	91	0	0	0	13	188	139	**431**	**88%**
Kenya	0	0	0	0	12	0	0	**12**	**100%**
Nigeria	0	15	1	9	11	0	0	**36**	**96%**
South Africa	0	0	0	20	0	0	0	**20**	**100%**
UK	0	35	13	46	45	0	0	**139**	**72%**
Vietnam	0	4	0	0	0	0	15	**19**	**100%**
Total	**91**	**102**	**29**	**97**	**166**	**214**	**197**	**896**	**88%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in this analysis represented 87% of Suntory global food and beverage sales in 2022. Of these 10 countries, Japan represented the highest proportion of revenue, with 73%, and Kenya the lowest with <1%. Within each country, the included categories represented between 72% and 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the seven product categories included in analysis, ‘RTD Tea’ represented the highest proportion of sales (34%).

<u>ANALYSIS 1 and 2:</u> *Country and category rankings based upon mean nutrient profile of Suntory products and sales-weighted mean nutrient profile of Suntory products*

Figure 28.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Suntory products*

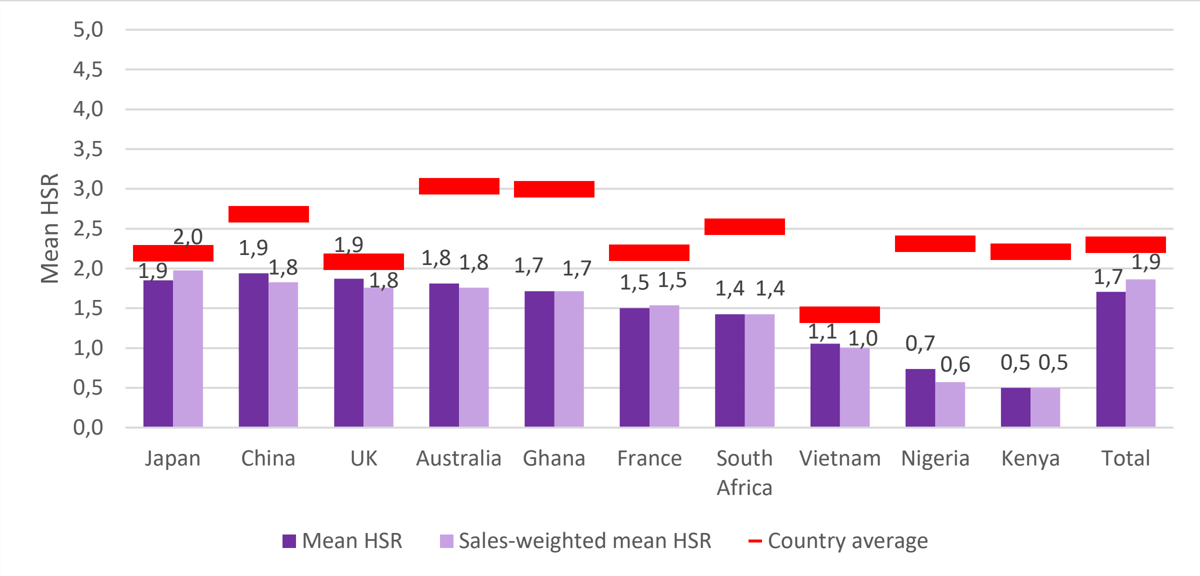
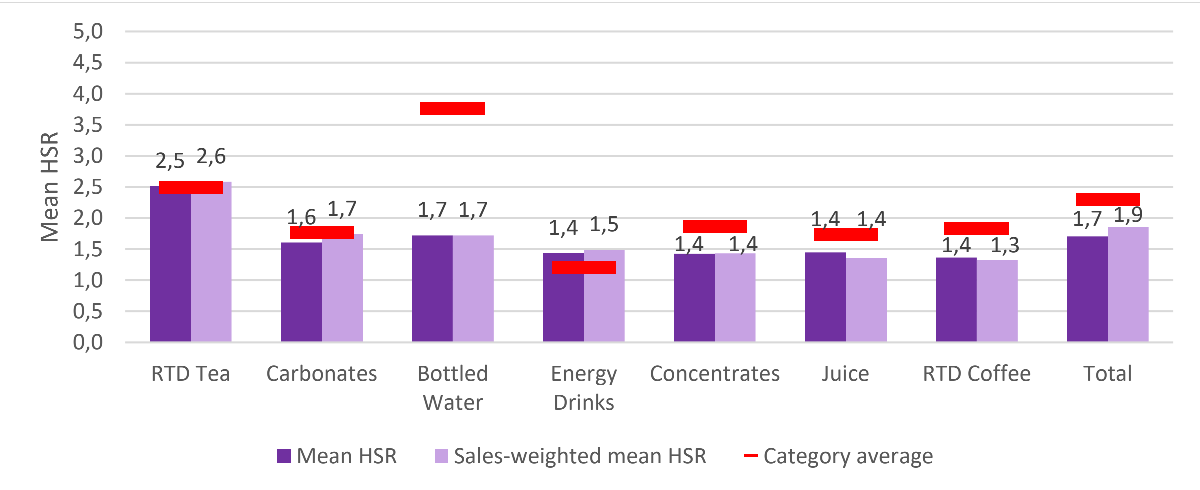


Figure 28.2 *Mean Health Star Rating by category for Suntory products*



Suntory had an overall mean HSR of 1.7 which increased slightly to 1.9 when results were weighted by sales (**Figure 28.1**). Out of the 10 countries included in Suntory's analysis, Japan had the highest mean HSR after results were weighted by sales (2.0), with Kenya the lowest with 0.5. When results were examined by category (**Figure 28.2**), the highest sales-weighted mean HSR was seen in the 'RTD Tea' category (2.6) with 'RTD Coffee' having the lowest mean HSR (1.3).

<u>ANALYSIS 3 and 4:</u> *Country and category rankings based upon proportion of Suntory products considered "healthier" and sales-weighted proportion of Suntory products considered "healthier"*

Figure 28.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Suntory*

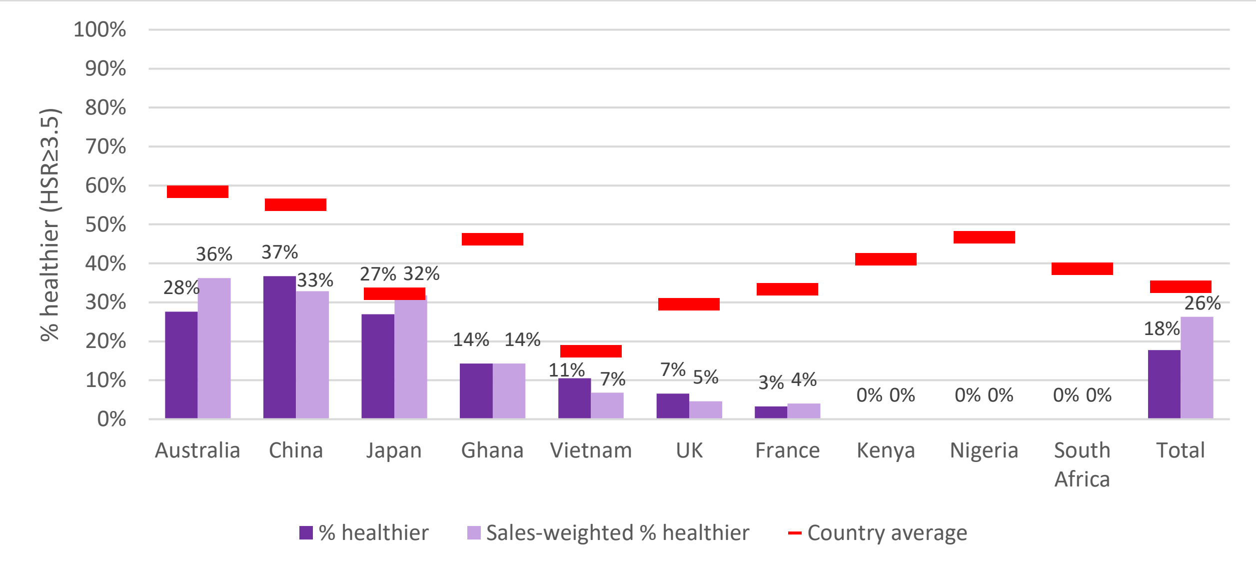
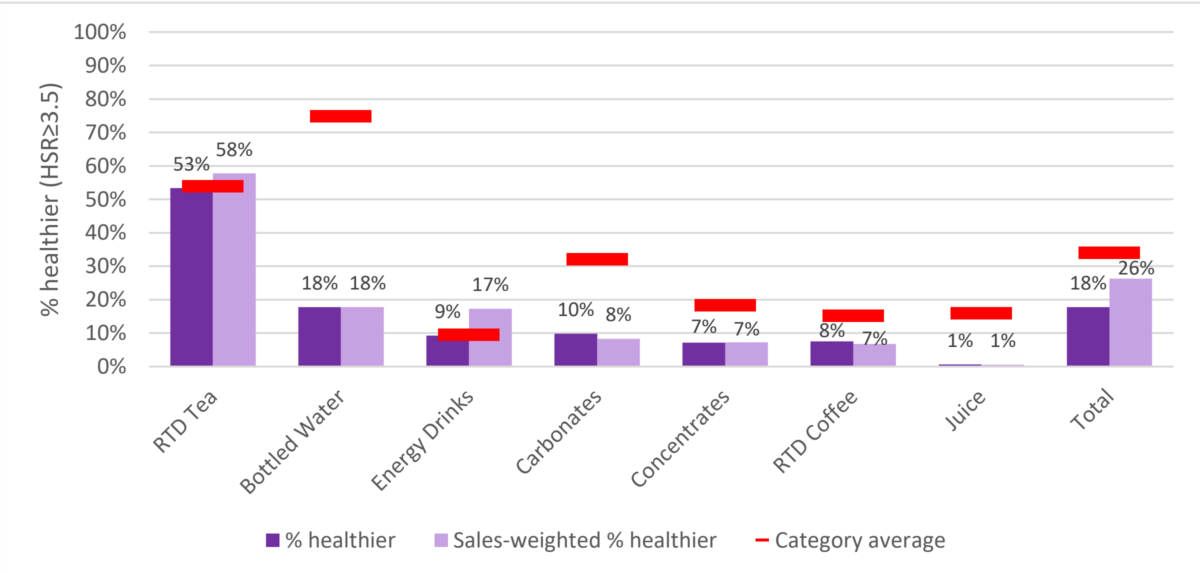


Figure 28.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Suntory*



Overall, 18% of Suntory products had an HSR of 3.5 or greater, which increased substantially to 26% when results were weighted by sales (**Figure 28.3**). Australia had the highest sales-weighted proportion of products with an HSR of 3.5 or greater (36%) followed by China (33%), with zero products in Kenya, Nigeria and South Africa receiving an HSR of 3.5 or greater. 'RTD Tea' was the category with the most sales-weighted "healthier" products using this metric (58%) with 'Juice' the lowest (1%; **Figure 28.4**).

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Suntory products meeting WHO criteria*

Figure 28.5 *Proportions of Suntory products meeting WHO criteria for marketing to children – by Country*

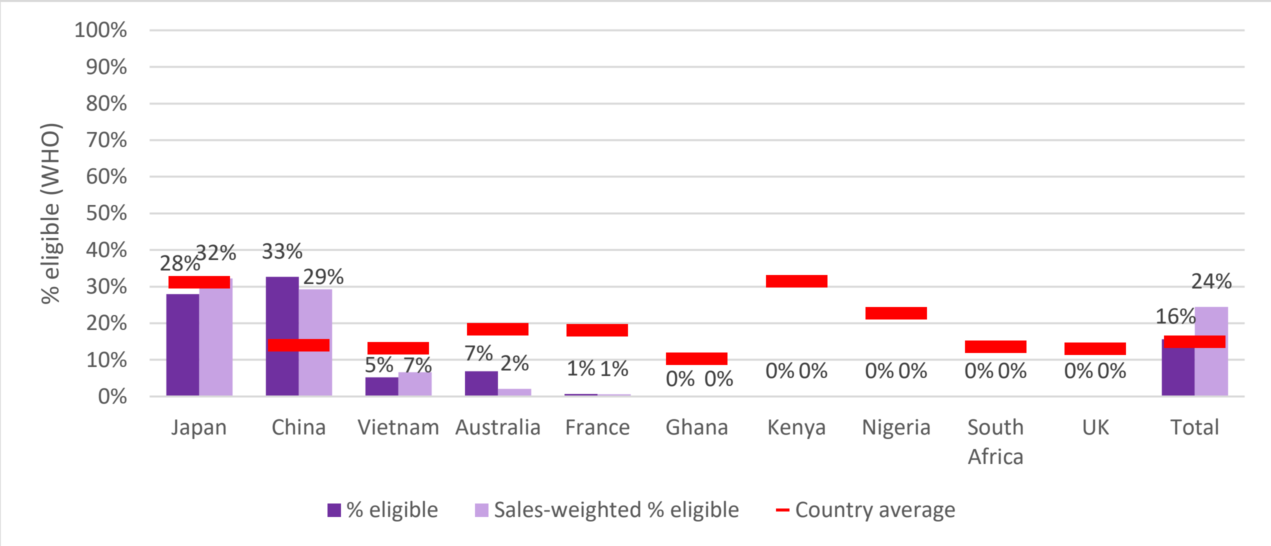
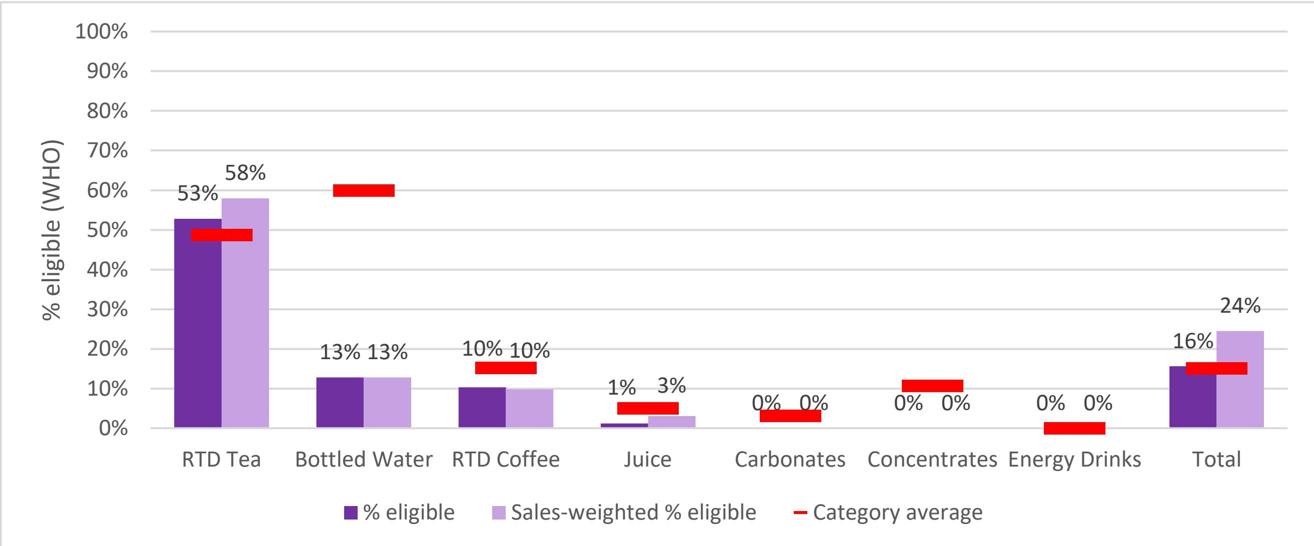


Figure 28.6 *Proportions of Suntory products meeting WHO criteria for marketing to children – by Category*



Overall 16% of Suntory products were eligible for marketing to children (**Figure 28.5**), increasing to 24% when results were weighted by sales. Japan had the highest sales-weighted proportion of products eligible for marketing to children (32%) followed closely by China (29%), with five of the 10 countries having zero products eligible. 'RTD Tea' by far had the largest sales-weighted proportion of eligible products using this metric (58%; **Figure 28.6**).

ANALYSIS 7: *Country and company results for Suntory using Nutri-Score*

Figure 28.7 *Proportions of Suntory products meeting each color/letter rating under Nutri-Score – by Country*

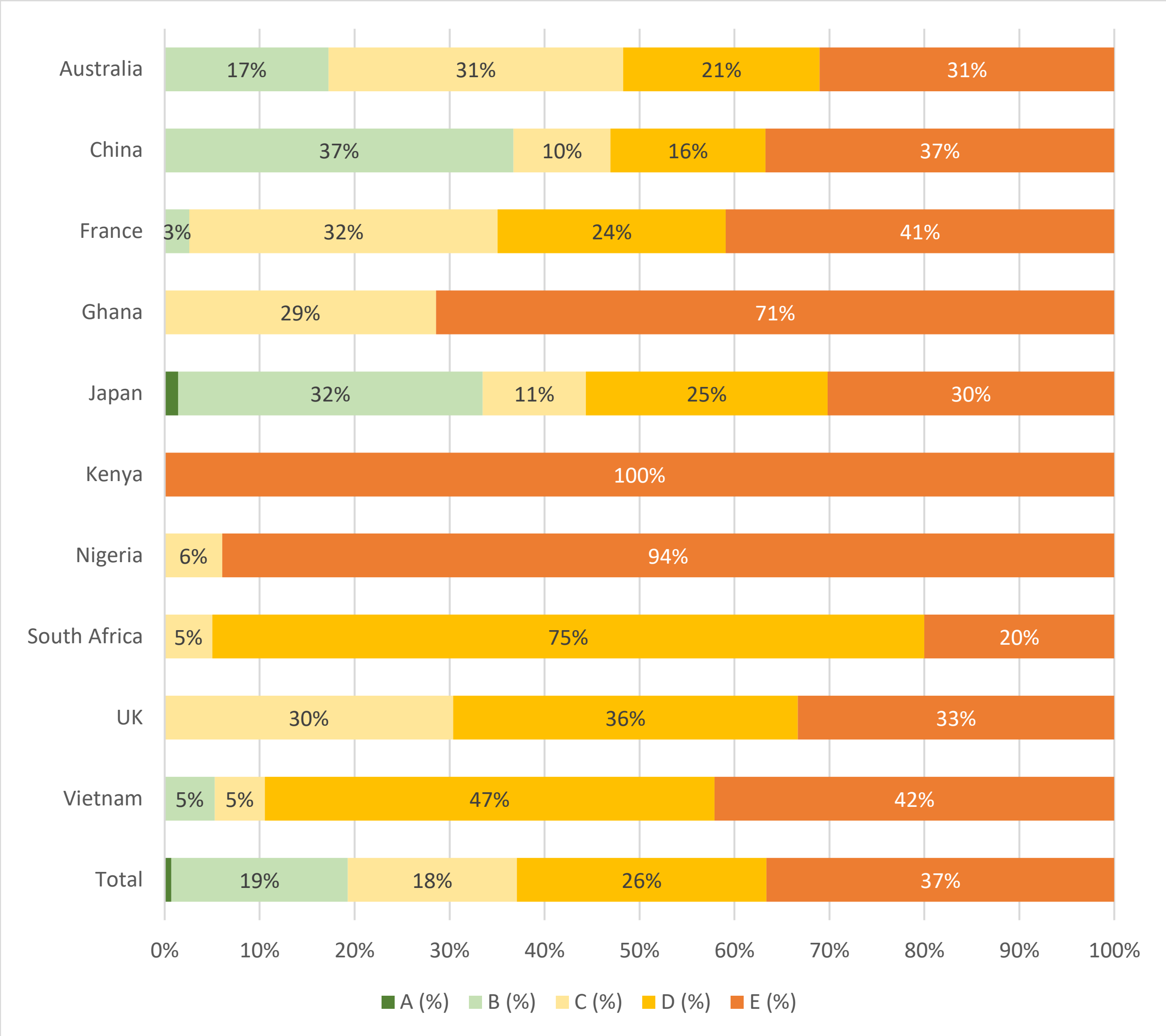
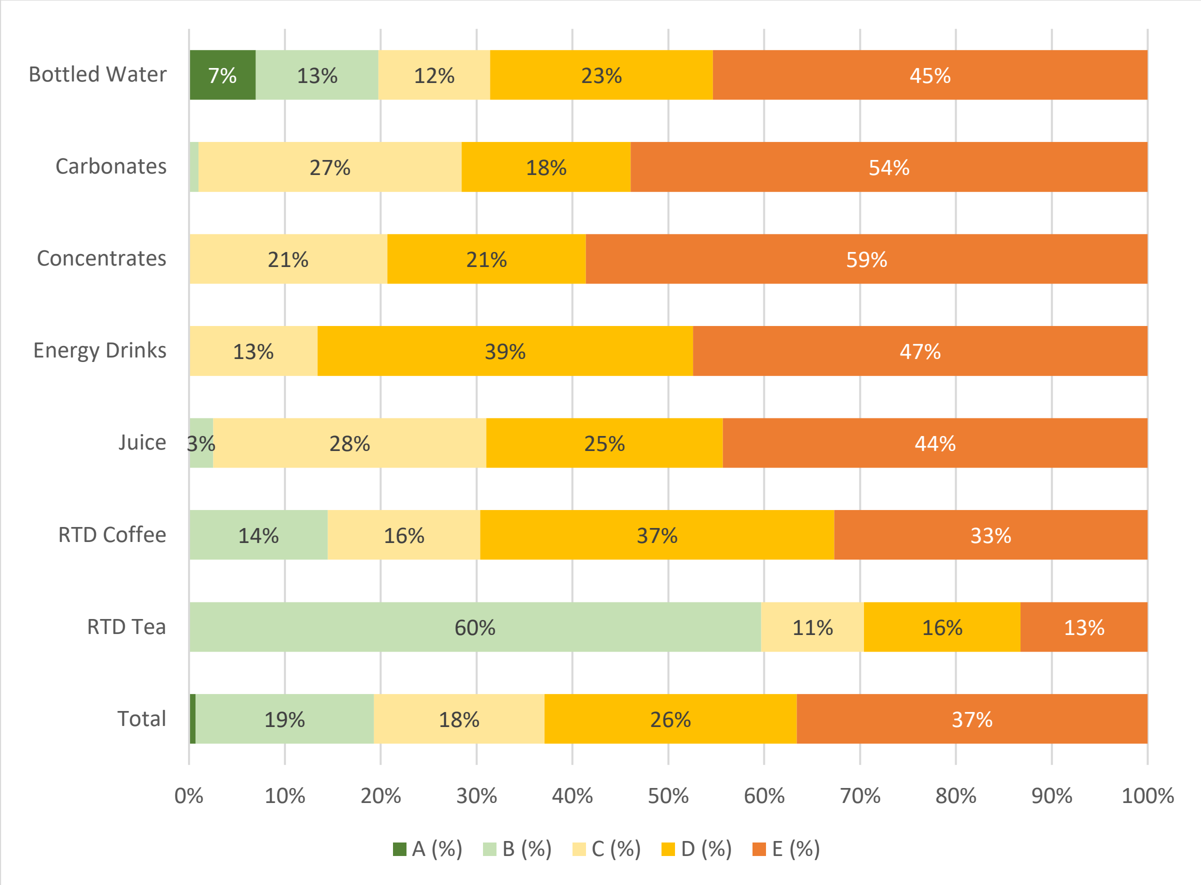


Figure 28.8 *Proportions of Suntory products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 37% of Suntory products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 26% of products received the second lowest rating (D; light orange) (**Figure 28.7**). Only 1% of products received the highest rating (A-dark green), although 19% received the second highest rating (B-light green). Results varied between both countries and categories, with Kenya having 100% of products receiving an 'E' rating. 'Concentrates' had the highest proportion of 'E' products (59%; **Figure 28.8**), with 'Bottled Water' the only category to have products receiving an 'A' rating.

More specific results broken down by company and country for Suntory can be seen in Appendix A.

COMPANY 29: UNILEVER

Products included

There were 4,406 identified products manufactured by Unilever in 10 countries. There was sufficient nutrient information for all 4,406 products to generate all nutrient profile models. **Table 29.1** shows the breakdown of products in each category by country.

Table 29.1 *Number of Unilever products by country in each Euromonitor subset*

	BR	FR	IN	ID	MX	PH	ZA	TH	UK	US	Total
Concentrates	0	0	0	0	0	0	0	0	0	14	**14**
Ice Cream	223	618	145	184	194	281	69	201	319	643	**2,877**
Juice	0	0	0	12	0	0	0	0	0	0	**12**
Meat and Seafood Substitutes	0	0	0	0	0	0	7	0	0	0	**7**
Other Hot Drinks	0	0	37	0	9	0	0	0	0	0	**46**
Ready Meals	0	0	0	0	0	0	0	31	0	106	**137**
Rice, Pasta and Noodles	0	0	0	0	0	0	0	0	99	0	**99**
Sauces, Dips and Condiments	99	277	11	11	68	31	37	21	137	90	**782**
Soup	18	237	29	0	73	9	56	0	0	0	**422**
Sweet Spreads	0	0	10	0	0	0	0	0	0	0	**10**
Total	**340**	**1,132**	**232**	**207**	**344**	**321**	**169**	**253**	**555**	**853**	**4,406**
% sales*	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

* Note that this value indicates % sales from included categories for each country.

The 10 countries used in this analysis represented 50% of Unilever global food and beverage sales in 2022. Of the 10 countries included, the USA represented the highest proportion of revenue, with 47%, and South Africa the lowest with 2%. Within each country, the included categories represented 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the 10 product categories included in analysis, 'Ice Cream' represented the highest proportion of revenue (45%) and the largest number of products.

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Unilever products and sales-weighted mean nutrient profile of Unilever products*

Figure 29.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Unilever products*

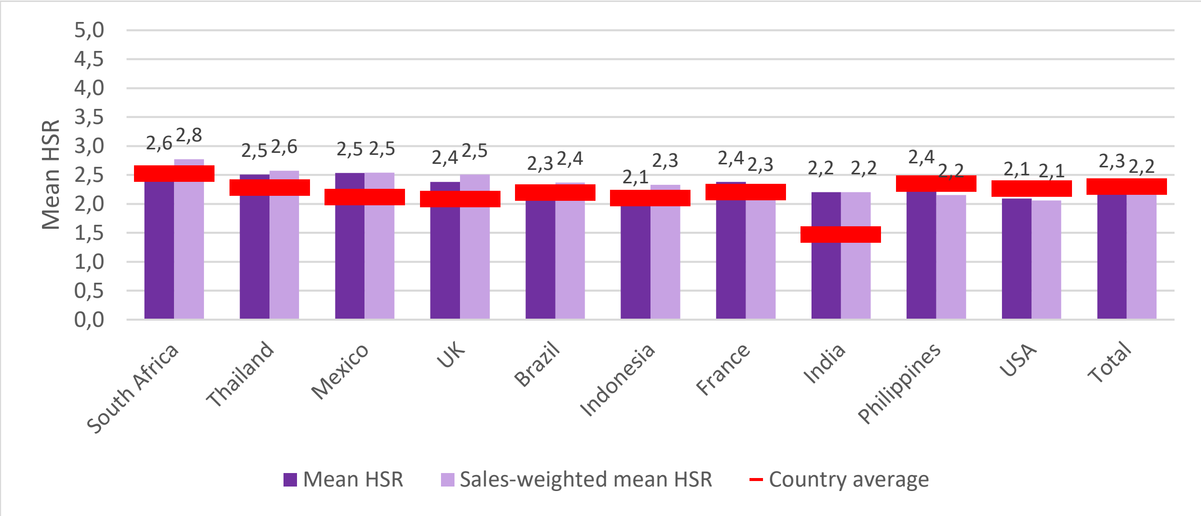
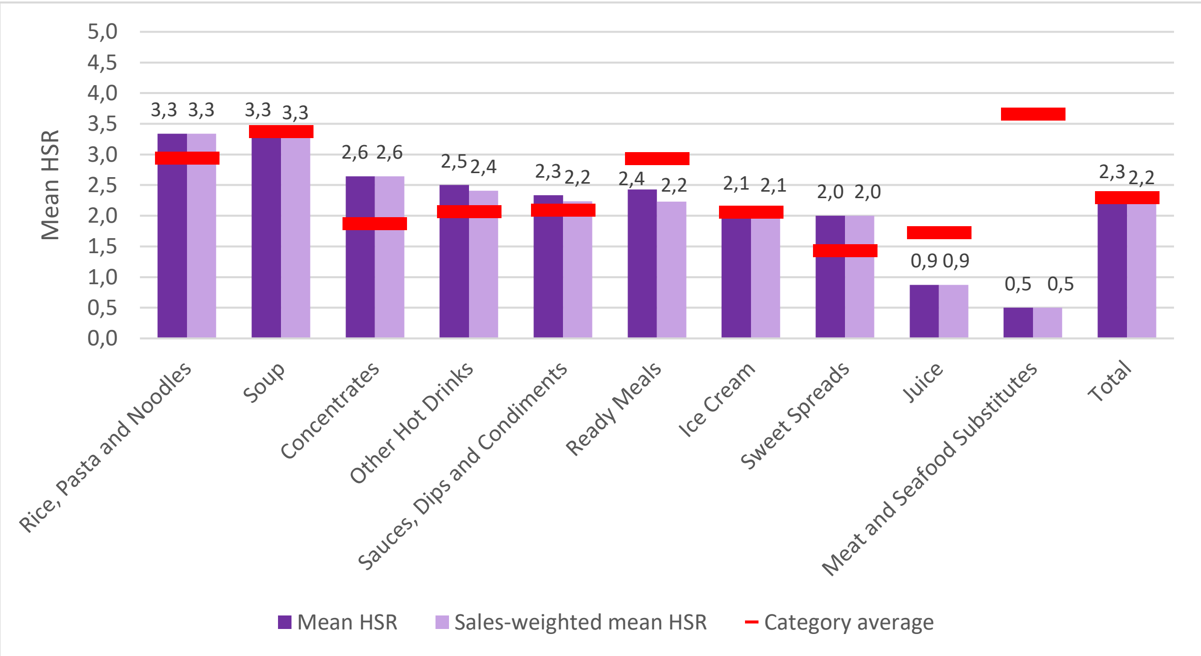


Figure 29.2 *Mean Health Star Rating by category for Unilever products*



Unilever had an overall mean HSR of 2.3 which decreased slightly to 2.2 when results were weighted by sales (**Figure 29.1**). Out of the 10 countries included in Unilever's analysis, South Africa had the highest mean HSR both before and after results were weighted by sales (2.6 and 2.8, respectively), with the USA the lowest mean HSR (2.1). 'Soup' and 'Rice, Pasta and Noodles' had the highest mean HSR (3.3) while 'Meat and Seafood Substitutes' had the lowest mean HSR of all product categories (0.5; **Figure 29.2**).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Unilever products considered "healthier" and sales-weighted proportion of Unilever products considered "healthier"*

Figure 29.3 *Proportion of products considered "healthier" using the Health Star Rating by country for Unilever*

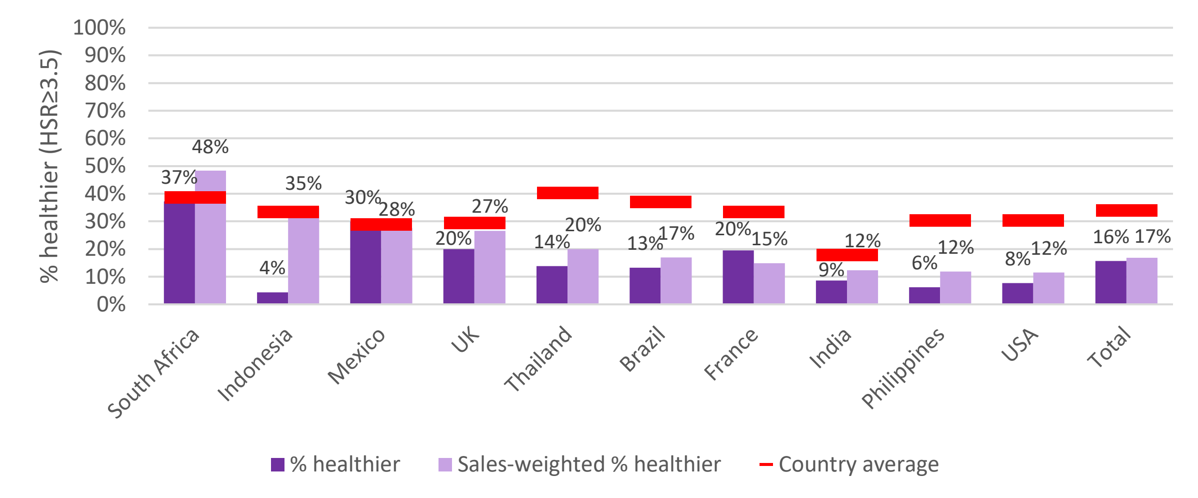
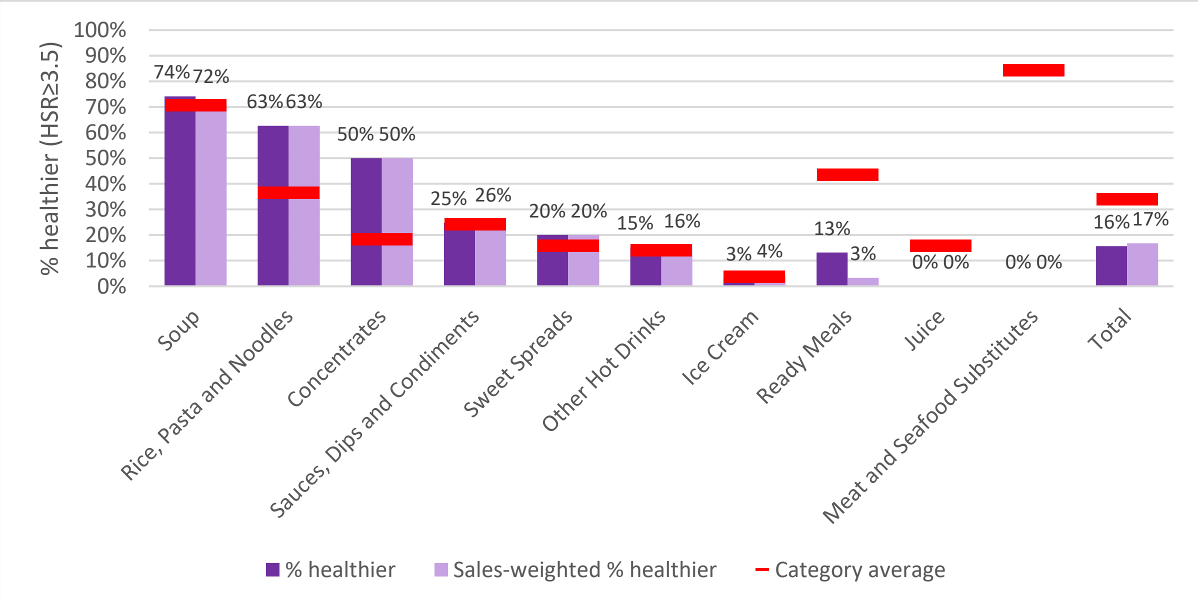


Figure 29.4 *Proportion of products considered "healthier" using the Health Star Rating by category for Unilever*



Overall, Unilever had a relatively low proportion of products across all 10 countries with an HSR of 3.5 or greater (16%), which increased slightly to 17% when results were weighted by sales (**Figure 29.3**). Similar country rankings were observed to the overall mean HSR analysis, with South Africa ranked first and the USA ranked lowest (along with India and the Philippines). Similarly when examining results by category (**Figure 29.4**), 'Soup' and 'Rice, Pasta and Noodles' had the highest proportion of products receiving an HSR of ≥3.5. Zero products in the 'Juice' and 'Meat and Seafood Substitutes' categories received an HSR of 3.5 or greater.

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Unilever products meeting WHO criteria*

Figure 29.5 *Proportions of Unilever products meeting WHO criteria for marketing to children – by Country*

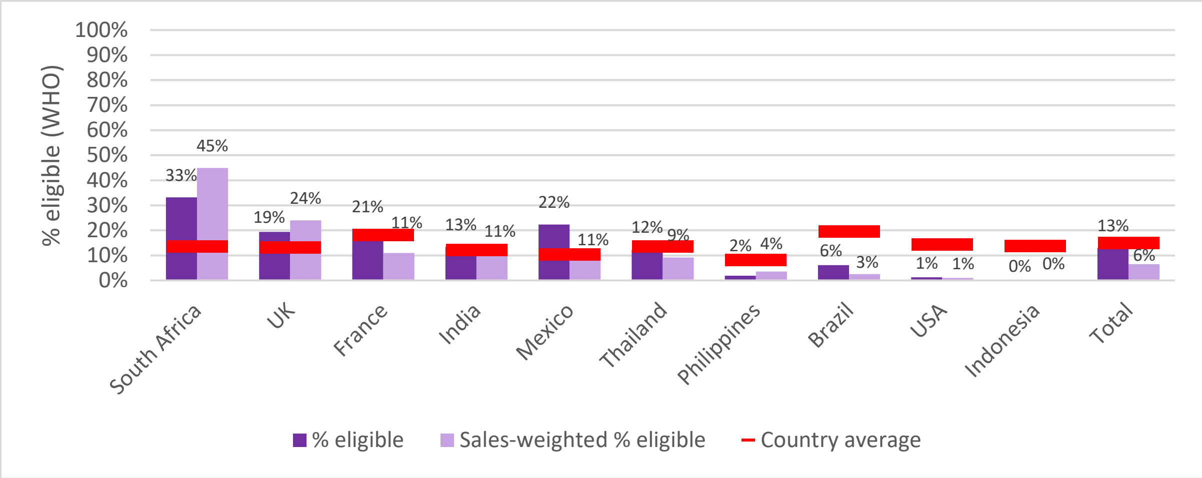
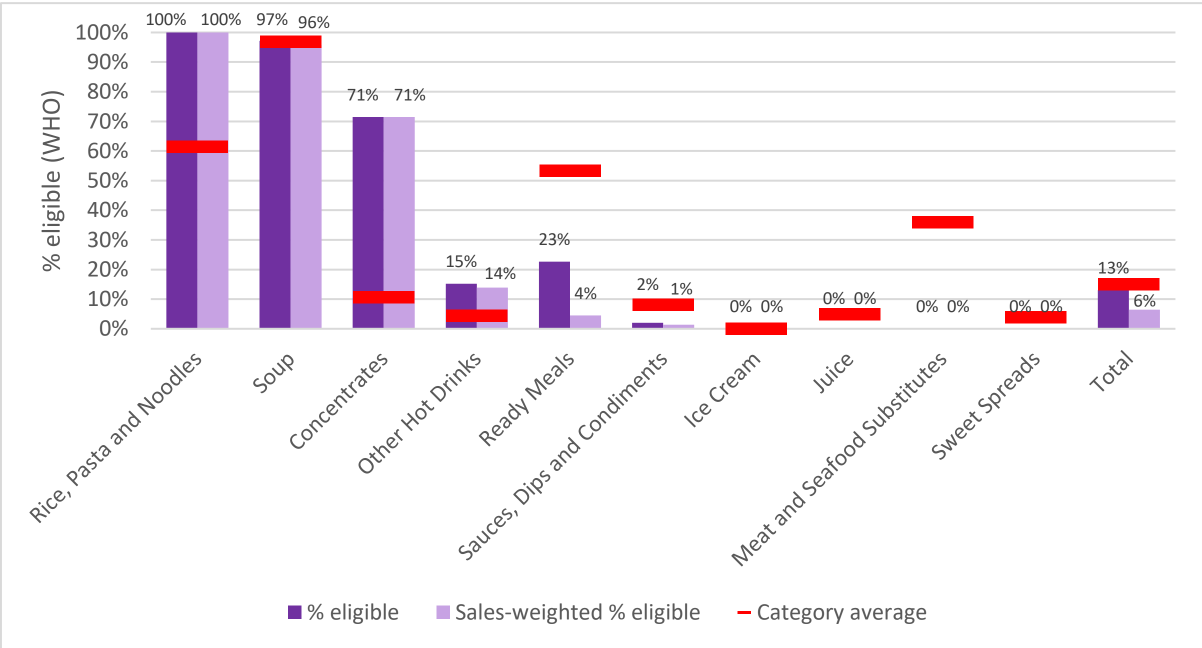


Figure 29.6 *Proportions of Unilever products meeting WHO criteria for marketing to children – by Category*



Overall 13% of Unilever products were eligible for marketing to children (**Figure 29.5**), decreasing substantially to 6% when results were weighted by sales. South Africa ranked highest in terms of the proportion of products eligible for marketing to children before and after sales-weighting (33% and 45%, respectively), with the USA selling 1% and Indonesia selling 0% of products that were eligible for marketing to children. These results are explained in part by looking at **Figure 29.6**, with countries selling products in categories such as 'Soup' and 'Rice, Pasta and Noodles' generally ranked higher than other countries.

ANALYSIS 7: *Country and company results for Unilever using Nutri-Score*

Figure 29.7 *Proportions of Unilever products meeting each color/letter rating under Nutri-Score – by Country*

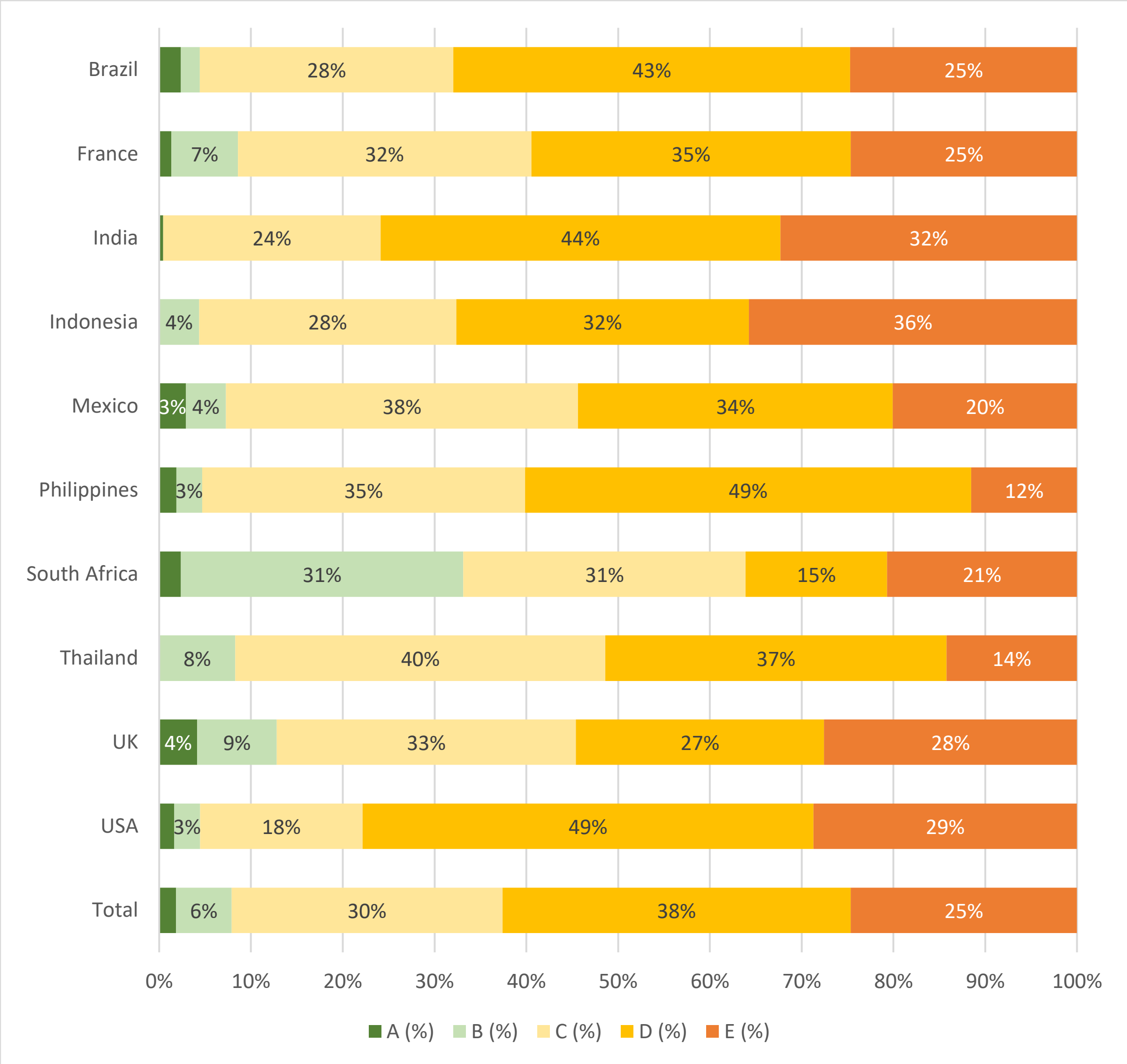
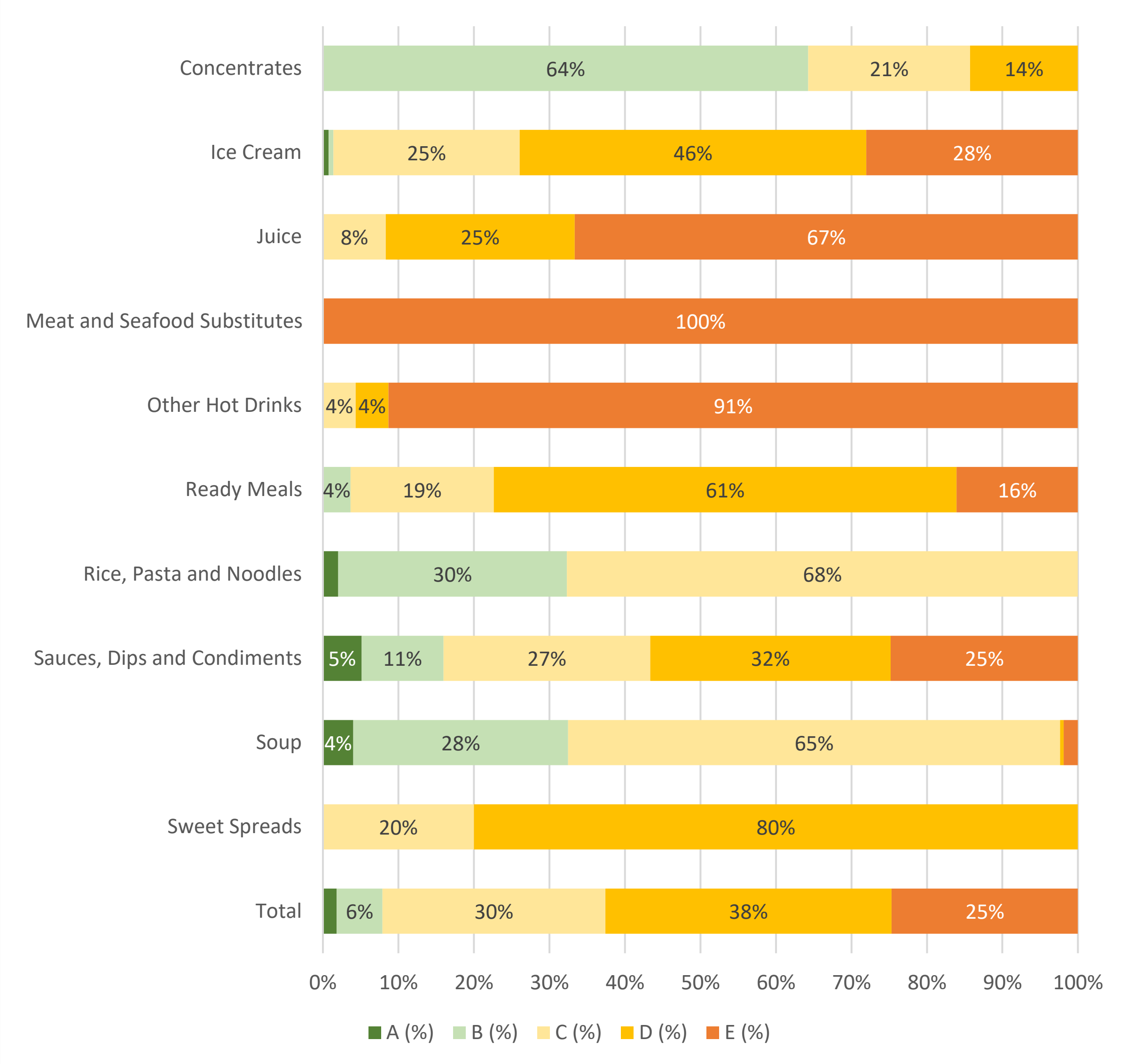


Figure 29.8 *Proportions of Unilever products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 25% of Unilever products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 38% of products received the second lowest rating (D; light orange) (**Figure 29.7**). Only 2% of products received the highest rating (A-dark green), and 6% received the second highest rating (B-light green). Results varied between both countries and categories, however all countries generally fared poorly under Nutri-Score with the exception of South Africa which had 33% of products receiving either an 'A' or 'B' rating. 'Meat and Seafood Substitutes' had the highest proportion of 'E' products (100%; **Figure 29.8**).

More specific results broken down by company and country for Unilever can be seen in **Appendix A**.

COMPANY 30: YILI

Products included

There were 286 identified products manufactured by Yili in three countries. There was sufficient nutrient information for 242 products to generate a Health Star Rating, 240 to generate a Nutri-Score rating, and for 272 to generate results for the WHO analysis. **Table 30.1** shows the breakdown of products in each category by country.

Table 30.1 *Number of Yili products by country in each Euromonitor subset*

	China	Indonesia	Thailand	Total
Dairy	156	0	2	**158**
Ice Cream	96	29	3	**128**
Total	**252**	**29**	**5**	**286**
% sales*	**100%**	**100%**	**100%**	**100%**

* Note that this value indicates % sales from included categories for each country.

The three countries used in this analysis represented 77% of Yili's global food and beverage sales in 2022. Of the three countries included, China represented the highest revenue, with more than 99%. Within each country, the included categories represented 100% of product sales, however it is unknown whether we have captured every product for sale in every country. Of the two product categories included in analysis, 'Dairy' represented the highest sales value and the largest number of products.

ANALYSIS 1 and 2: *Country and category rankings based upon mean nutrient profile of Yili products and sales-weighted mean nutrient profile of Yili products*

Figure 30.1 *Mean Health Star Rating and sales-weighted mean Health Star Rating by country for Yili products*

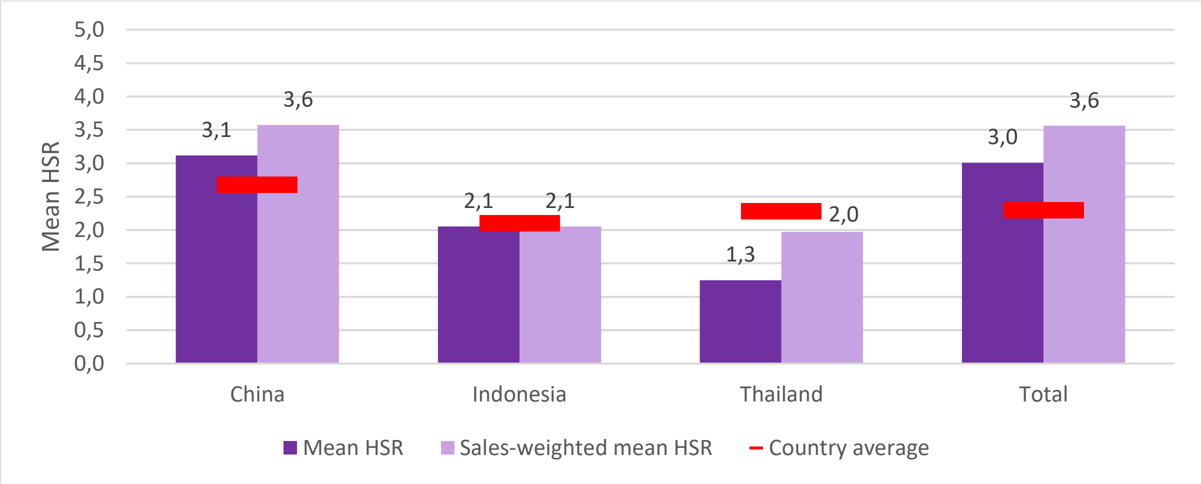
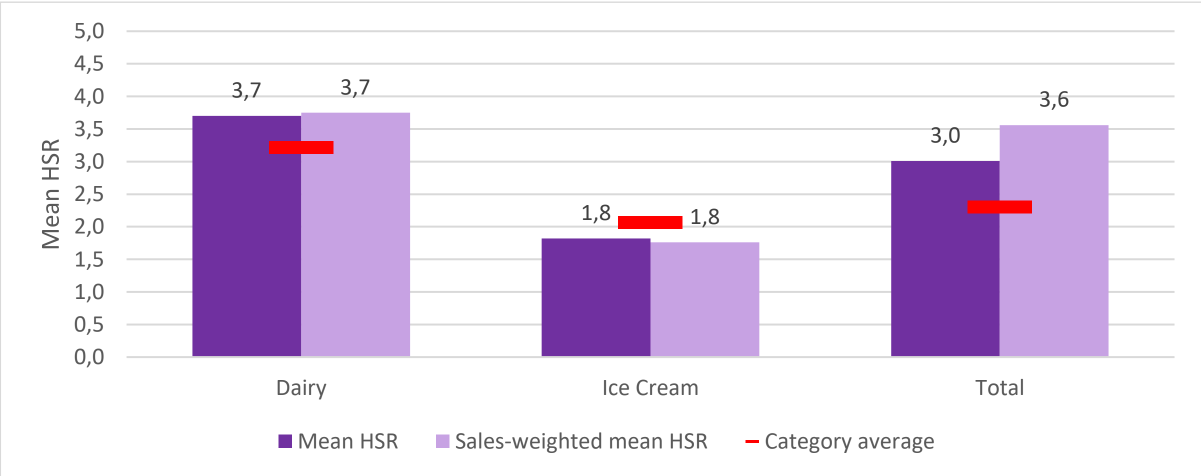


Figure 30.2 *Mean Health Star Rating by category for Yili products*



Yili had an overall mean HSR of 3.0 which increased substantially to 3.6 when results were weighted by sales (**Figure 30.1**). Out of the three countries included in Yili's analysis, China had the highest mean HSR both before and after results were weighted by sales (3.1 and 3.6, respectively), with Thailand the lowest sales-weighted mean HSR (2.0). 'Dairy' had the highest mean HSR (3.7) and 'Ice Cream' the lowest (1.8; **Figure 30.2**).

ANALYSIS 3 and 4: *Country and category rankings based upon proportion of Yili products considered "healthier" and sales-weighted proportion of Yili products considered "healthier"*

***Figure 30.3** Proportion of products considered "healthier" using the Health Star Rating by country for Yili*

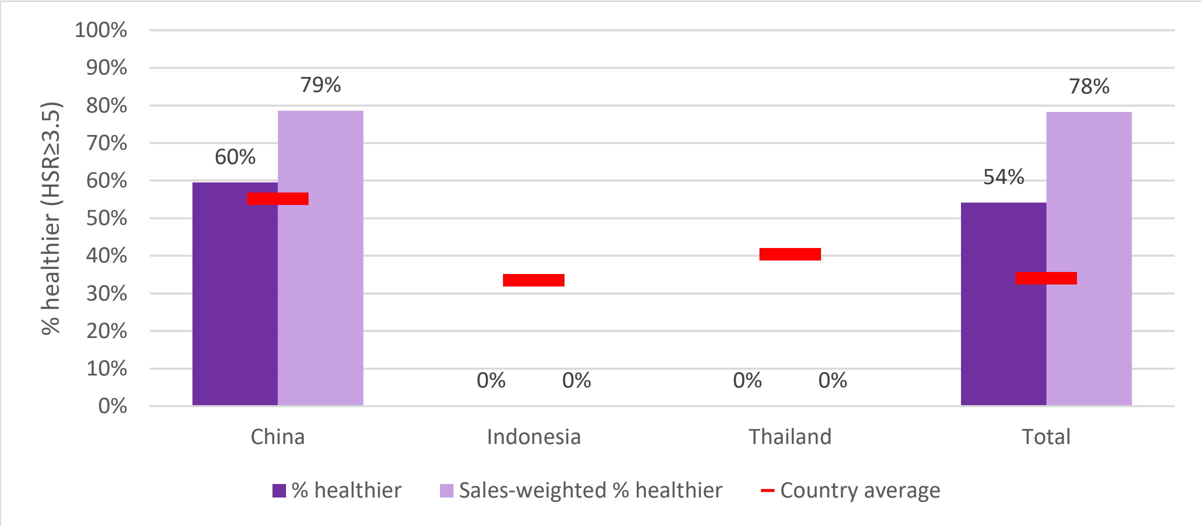
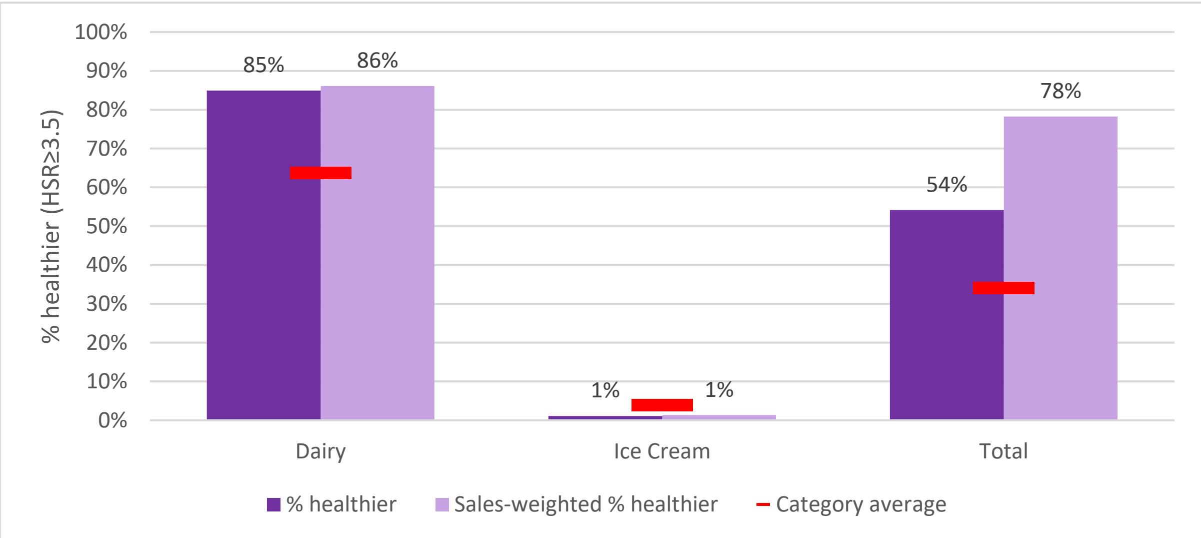


***Figure 30.4** Proportion of products considered "healthier" using the Health Star Rating by category for Yili*



Overall, Yili had 54% of products receive an HSR of 3.5 or greater, which increased dramatically to 78% when results were weighted by sales (**Figure 30.3**) showing that healthier products drove sales for Yili. This was due to the high proportion of 'Dairy' products receiving an HSR of 3.5 or greater (86%) and China selling more dairy products.

ANALYSIS 5 and 6: *Country and category rankings based upon proportion of Yili products meeting WHO criteria*

Figure 30.5 *Proportions of Yili products meeting WHO criteria for marketing to children – by Country*

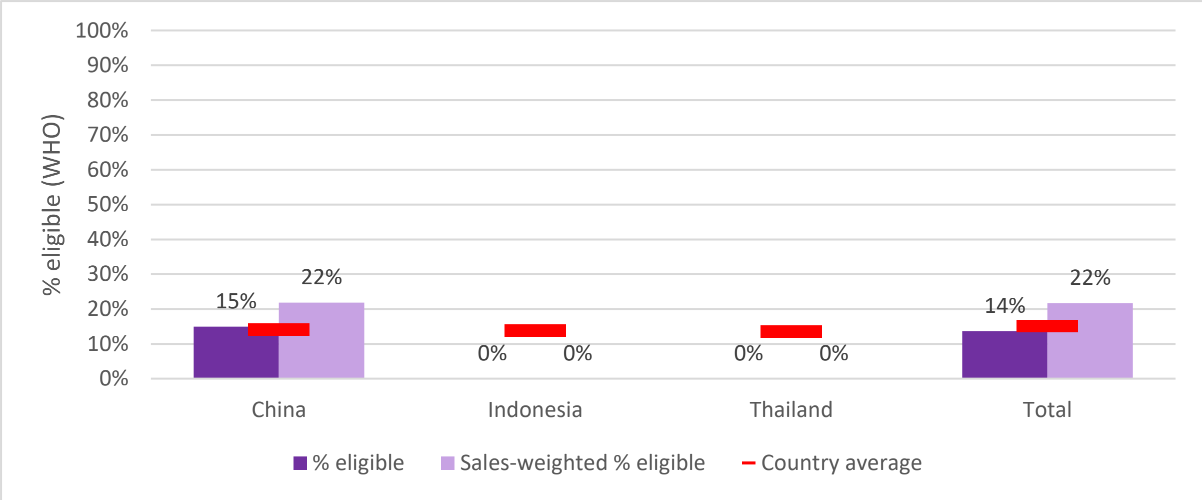
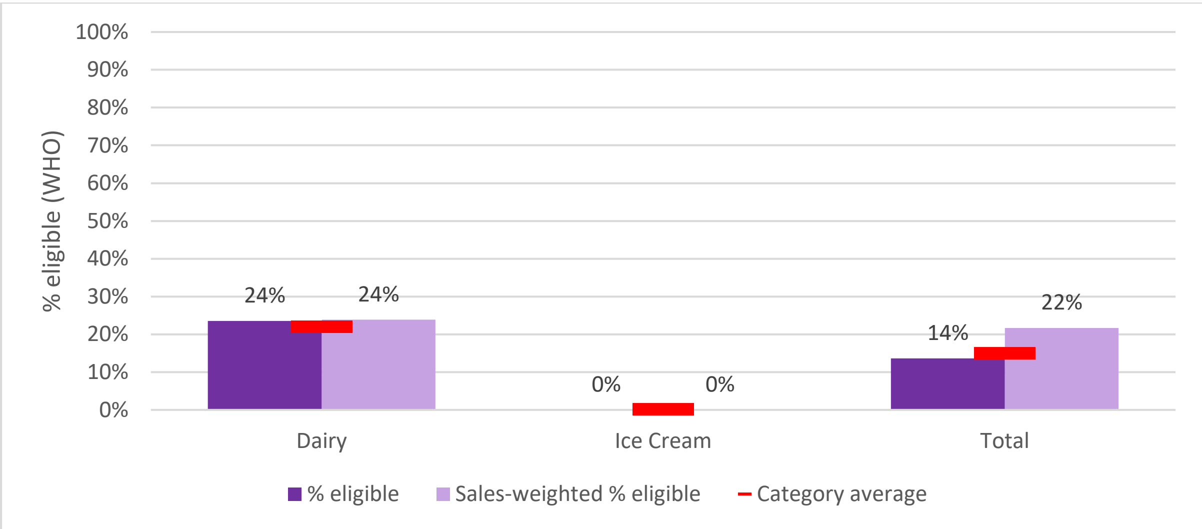


Figure 30.6 *Proportions of Yili products meeting WHO criteria for marketing to children – by Category*



Overall a relatively low proportion of Yili products (14%) were eligible for marketing to children (**Figure 30.5**), increasing to 22% when results were weighted by sales. China was the only country to have products eligible for marketing to children, with Indonesia and Thailand selling zero products that were eligible for marketing to children. 'Dairy' was the only category with eligible products, with 'Ice Cream' having zero.

ANALYSIS 7: *Country and company results for Yili using Nutri-Score*

Figure 30.7 *Proportions of Yili products meeting each color/letter rating under Nutri-Score – by Country*

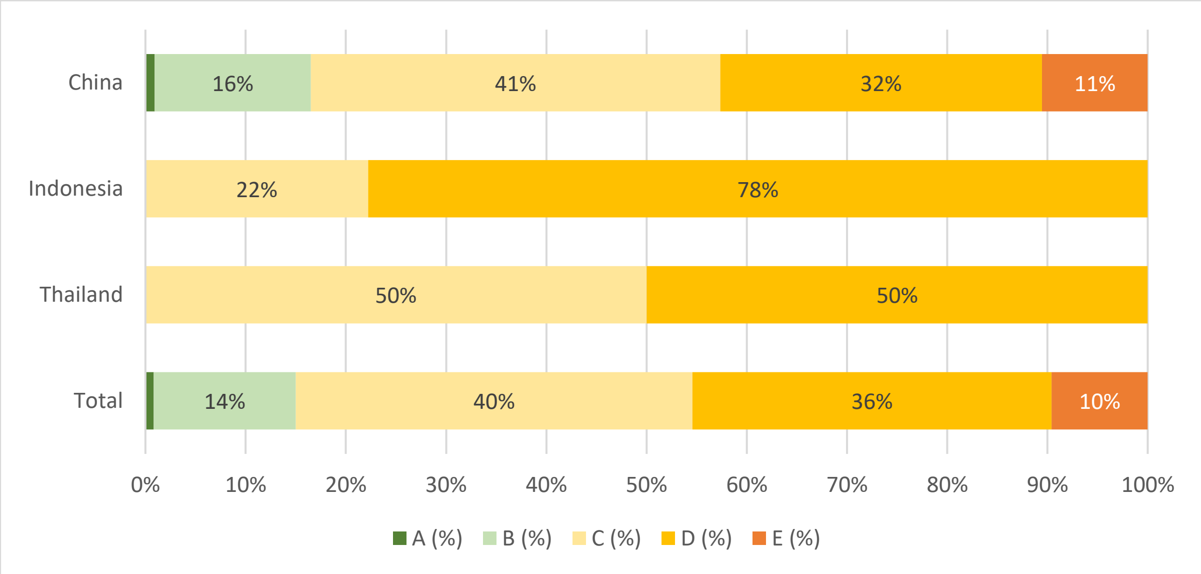
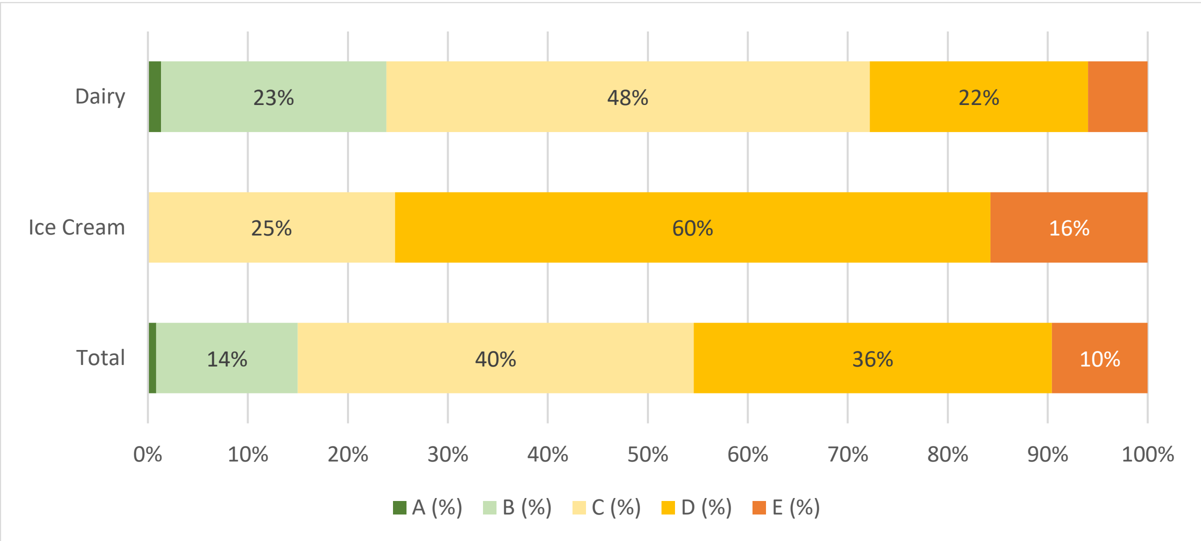


Figure 30.8 *Proportions of Yili products meeting each color/letter rating under Nutri-Score – by Category*



Overall, 10% of Yili products received the lowest rating (E; dark orange) under Nutri-Score, and an additional 36% of products received the second lowest rating (D; light orange) (**Figure 30.7**). Very few products received the highest rating (A-dark green), and 14% received the second highest rating (B-light green). Results varied between both countries and categories, with China the only country to have any products with either A-dark green or B-light green ratings.

More specific results broken down by company and country for Yili can be seen in Appendix A.

CONCLUSIONS AND INTERPRETATION

Key findings

Mean healthiness of products

1. The overall mean healthiness of the 30 companies' products included in this analysis was low (2.3) and the mean healthiness of product portfolios varied substantially between companies (range from 1.0 to 3.8 sales-weighted mean HSR). Differences in mean healthiness between companies reflect primarily differences in product mix but also to a lesser extent differences in the healthiness of products within the same categories.
2. Companies with portfolios dominated by dairy products ranked higher when evaluating healthiness using the Health Star Rating, whereas companies selling predominantly confectionery items generally ranked lowest. For example, companies such as Yili, Danone and Arla consistently ranked highest in terms of mean HSR whereas companies such as Ferrero and Hershey ranked lowest.
3. Estimates of the comparative healthiness of product portfolios weighted by sales changed some rankings and generally increased the disparities between companies. Some companies derived quite different proportions of their sales from healthier versus less healthy products. Robust sales-weighted estimates on single-product level will provide the best idea of the impact of a company's products on consumer health. The third-party derived sales data used in the current assessment does not provide sufficient granularity to do this. Obtaining these data directly from companies would be the only method to do this.
4. When results were weighted by sales, 10 out of the 30 companies showed an increase in mean HSR, illustrating that proportionately more sales are from healthier products. However, 14 out of the 30 companies showed a decrease in mean Health Star Rating when results were weighted by sales, illustrating that proportionately more sales are from less healthy products. These companies with portfolios dominated by less healthy products should put more emphasis on marketing and driving sales of their healthier options.
5. When examining results by income group, lower-middle-income countries had the lowest mean HSR compared to upper-middle-income countries and high-income countries. Although it should be noted that a much lower number of products were available from lower-middle-income countries compared to the other two income groups.
6. When examining results by Euromonitor subset, categories such as 'Bottled Water', 'Processed Fruit and Vegetables' and 'Edible Oils' had the highest mean Health Star Ratings. Not surprisingly, categories such as 'Confectionery', 'Concentrates' and 'Energy Drinks' which generally contained products high in sugar had the lowest mean overall Health Star Ratings.

Proportions of products defined as healthier (HSR ≥ 3.5) or eligible for marketing to children

7. The overall sales-weighted proportion of companies' products defined as "healthier" was low (34%). The proportion of products defined as "healthier" varied between companies (from 3% for Ferrero to 81% for Yili).
8. The proportion of companies' products defined as eligible for marketing to children under the WHO criteria was very low (15%) with one company having no products eligible for marketing to children (Ferrero). This metric highlights the poor nutritional quality of most of the foods included but is less able to discriminate between the relative performances of companies than the HSR due to the more restrictive nature of the WHO Euro model.

Nutri-Score results

9. Due to Nutri-Score being a categorical nutrient profile model that is letter-based (non-numeric), it is difficult to say which company "ranks" best under this model. However, in Appendix B, we see that Barilla ranks highest when Nutri-Score A+B ratings are considered 'healthier'. Nutri-Score produced quite different raking trends compared to the remaining nutrient profile models, with Suntory ranked third under Nutri-Score (ranked much lower under the remaining models).

Methodological limitations

The results of this research should be considered in relation to the following limitations:

The limited nutrition data available. The problem was addressed by using proxy data to enable nutrient profiling unless a large proportion of data was missing. In the latter circumstance products were excluded from analysis. Of note, no alternative nutrient profiling model has been identified that would make better use of the limited data available. The most likely impact of using proxy nutrient values was underestimation of the real differences between products (because proxy values were imputed at the sub-category level), and correspondingly, therefore, underestimation of the real differences between companies.

The absence of a complete list of all marketed products. Listings of all products sold by each company in each country were sought from the companies but many did not provide them. The solution was to compile listings based upon data extracted from Innova Market Insight's database and to have each company check these data. Most companies (n=26) either provided nutrient data directly or checked the provided product lists prior to analysis, however this left data for four companies unchecked. Results should be interpreted with caution as a result.

Restriction of the analysis to the top five categories from the 30 largest global food and beverage companies. The assessment of the top five categories from 30 of the largest food and beverage manufacturers was a pragmatic compromise designed to ensure feasibility and meaningful comparisons based upon the average nutritional composition of the majority of products made by each company. For the majority of companies restricting to the top five categories resulted in more than 90% of product sales within each country being included in analysis. This strategy will not have affected the primary conclusions of the project about the relative nutritional quality of the products provided by the included companies but how the included companies compare to other smaller companies, artisanal/street food providers, quick service restaurants or home-cooked meals is unknown.

Global sales coverage. There was a level of variation in the proportion of a company's global sales derived from the 25 countries included the analyses – ranging from 38% (Nestlé) to 98% (China Mengniu and Yili). The lower this proportion, the less representative the results are of a company's complete global profile. However, this analysis was not designed to undertake a global comparison, but instead to use these 25 countries to highlight differences both within and between the healthiness of the product portfolios from the top 30 global food and beverage companies. We were also unable to show what percentage of the within-category sales were covered with the products included in analysis, however this was beyond the scope of our analysis and is beyond the depth of the data provided by Euromonitor.

Degree of industry participation. 26 of the 30 companies elected to engage in the research process in some way, with seven companies editing/checking nutrition information to use in analysis, 16 providing data directly (although not necessarily complete information) and three companies did a combination of these. Although this is a high level of industry participation for the project, participation from the remaining four companies would have enabled more complete, up-to-date data and more reliable and informative analyses with reduced reliance on imputed values.

As sold versus as prepared nutrient values. For some product categories, nutrient values can be provided for either the product "as sold" or for the product "as prepared". Example categories include 'Other Hot Drinks' and 'Rice, Pasta and Noodles'. The HSR rules state that the HSR must be based on the nutrient values displayed on-pack, however the form of food that companies choose to provide nutrient information for can vary between company and even within one company across different categories.

Limitations of the nutrient profiling tools. The HSR, Nutri-Score and WHO models are all subject to ongoing evaluation and refinement. While all are based upon extensive research and validation, there is continuing discussion of how each operates for some food categories. In addition, the HSR model does not score 'non-nutritive' products, such as plain tea and instant coffee. As a result, these products have not been included in the analysis. This means that the results for companies such as Unilever and Nestlé, for example, are based on the proportion of its sales that are not generated by plain tea and coffee.

Differences in rankings. The different methods of nutritional assessment of the product portfolio (mean HSR, proportion HSR≥3.5, proportion eligible for marketing to children and proportion receiving 'A' or 'B' under Nutri-Score) consistently identified Danone, Arla and Yili as top ranked companies and Ferrero and Hershey as bottom ranked companies based upon the nutritional profiles of the overall product portfolio (**Appendix B**). For the company rankings in between there was variation in the specific rankings assigned by each assessment method. As such, the various profiling methods proved an effective way to discriminate between companies based upon the healthiness of products but did not give the same findings. This is unsurprising given the different elements that contribute to each nutrient profiling method and the similar mean scores of several companies for some measures. This latter observation means that there is the potential for changes in the scores of just a few products to switch around the positions of companies in the rankings.

No consideration of serving size. Overweight and obesity are importantly determined by the quantity of food people choose to consume at one sitting (portion size) and the serving size recommended on packs may influence the quantity of a product eaten. This may particularly be the case for products provided in packages eaten at a single sitting. The association between serving size and portion size for products provided in packages that contain multiple servings is also not always strong. It has been argued that nutrient profiling models should include consideration of serving size but the absence of agreed national and international standards has meant that this has not proved possible to date.

Limited granularity of sales data. The Euromonitor 2022 sales data are provided by category not by individual product. This limits the capacity to obtain robust sales-weighted estimates of metrics because it is not possible to precisely match a sales figure for a category to an HSR value. Accordingly, for the overall sales-weighted results, the sales of the company within each category were matched to the mean HSR for all company products within that category. Under this strategy it is possible that erroneous results could be obtained because it is unlikely that sales volumes of every item sold by a company within a given category were the same. So, while the process should give a reasonable sales-weighted estimate of the mean healthiness of product portfolios it is imperfect. Similarly, the sales-weighted results relating to sales of healthier products and sales of products eligible to be marketed to children are estimates, as it is unlikely that the proportion of sales of healthier products or those eligible to be marketed to children in any category is directly proportional to the total sales of that category.

Recommendations for companies

Though obvious, it is worth stating the four key ways companies should be encouraged to improve their impact on public health:

1. **Product mix** – increase the proportion of healthier products within the portfolio either through product reformulation, introduction of healthier products, or through divestments and acquisitions. Nestlé demonstrated the power of this with an increase in the mean healthiness of their portfolio through the divestment of their US confectionery and ice cream businesses between 2018 and 2021.
2. **Marketing investment** – re-direct investment towards the marketing of products with healthier compositions. Companies have a particular opportunity to improve the nutrient composition of products that are important for children's diets and to positively support them.
3. **Product reformulation** – improve the nutrition composition of existing products, particularly established, high sales volume products.
4. **Transparent labelling** – include all Codex-recommended nutrients on product labels – particularly countries like India and China where regulations don't currently require them. Consumers are increasingly seeking transparency, particularly full and clear nutrition information on products. Ensuring that labelling in all countries meets the minimum Codex-recommended nutrients would also ensure that future Product Profiles do not rely on proxy values for countries where nutrients such as total sugar or saturated fat are not mandated to be labelled.

APPENDIX A – Results by category and country for each company

1. Ajinomoto

Appendix A, Table 1a: *Mean HSR by category for each country for Ajinomoto*

	Brazil	France	Indonesia	Japan	Philippines	Thailand	USA	Vietnam
Baked Goods	-	2.3	-	-	-	-	-	-
Concentrates	1.1	-	-	-	-	-	-	-
Instant Tea and Coffee Mixes	-	-	-	1.2	-	0.5	-	-
RTD Coffee	-	-	-	-	-	1.8	-	-
Ready Meals	-	3.5	-	3.3	-	-	3.2	-
Rice, Pasta and Noodles	-	-	-	-	-	0.6	3.3	-
Sauces, Dips and Condiments	0.7	-	0.5	0.8	0.7	-	-	1.5
Soup	0.8	-	-	3.1	-	-	-	-

Appendix A, Table 1b: *Proportion of products with HSR≥3.5 by category for each country for Ajinomoto*

	Brazil	France	Indonesia	Japan	Philippines	Thailand	USA	Vietnam
Baked Goods	-	29%	-	-	-	-	-	-
Concentrates	17%	-	-	-	-	-	-	-
Instant Tea and Coffee Mixes	-	-	-	0%	-	0%	-	-
RTD Coffee	-	-	-	-	-	0%	-	-
Ready Meals	-	93%	-	54%	-	-	43%	-
Rice, Pasta and Noodles	-	-	-	-	-	0%	57%	-
Sauces, Dips and Condiments	5%	-	0%	2%	0%	-	-	0%
Soup	3%	-	-	43%	-	-	-	-

Appendix A, Table 1c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Ajinomoto*

	Brazil	France	Indonesia	Japan	Philippines	Thailand	USA	Vietnam
Baked Goods	-	0%	-	-	-	-	-	-
Concentrates	0%	-	-	-	-	-	-	-
Instant Tea and Coffee Mixes	-	-	-	0%	-	0%	-	-
RTD Coffee	-	-	-	-	-	0%	-	-
Ready Meals	-	93%	-	56%	-	-	59%	-
Rice, Pasta and Noodles	-	-	-	-	-	0%	100%	-
Sauces, Dips and Condiments	0%	-	0%	1%	0%	-	-	0%
Soup	3%	-	-	92%	-	-	-	-

Appendix A, Table 1d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Ajinomoto*

	Brazil	France	Indonesia	Japan	Philippines	Thailand	USA	Vietnam
Baked Goods	-	0%	-	-	-	-	-	-
Concentrates	0%	-	-	-	-	-	-	-
Instant Tea and Coffee Mixes	-	-	-	0%	-	0%	-	-
RTD Coffee	-	-	-	-	-	0%	-	-
Ready Meals	-	27%	-	17%	-	-	0%	-
Rice, Pasta and Noodles	-	-	-	-	-	0%	14%	-
Sauces, Dips and Condiments	5%	-	0%	1%	0%	-	-	0%
Soup	3%	-	-	23%	-	-	-	-

2. Arla

Appendix A, Table 2a: *Mean HSR by category for each country for Arla*

	Australia	Denmark	Ghana	Indonesia	Netherlands	Nigeria	Philippines	Sweden	UK	USA
Dairy	2.7	3.3	2.7	2.9	3.5	2.6	3.0	3.4	3.1	2.3
Soup	-	3.0	-	-	-	-	-	3.0	-	-

Appendix A, Table 2b: *Proportion of products with HSR≥3.5 by category for each country for Arla*

	Australia	Denmark	Ghana	Indonesia	Netherlands	Nigeria	Philippines	Sweden	UK	USA
Dairy	40%	63%	47%	50%	64%	45%	55%	65%	48%	27%
Soup	-	0%	-	-	-	-	-	0%	-	-

Appendix A, Table 2c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Arla*

	Australia	Denmark	Ghana	Indonesia	Netherlands	Nigeria	Philippines	Sweden	UK	USA
Dairy	3%	24%	10%	8%	30%	18%	9%	25%	26%	6%
Soup	-	100%	-	-	-	-	-	100%	-	-

Appendix A, Table 2d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Arla*

	Australia	Denmark	Ghana	Indonesia	Netherlands	Nigeria	Philippines	Sweden	UK	USA
Dairy	1%	22%	10%	5%	29%	18%	7%	21%	27%	0%
Soup	-	0%	-	-	-	-	-	0%	-	-

3. Barilla

Appendix A, Table 3a: *Mean HSR by category for each country for Barilla*

	Australia	Brazil	France	Italy	Mexico	Netherlands	South Africa	Sweden	USA	Vietnam
Baked Goods	-	-	3.3	2.6	-	-	-	-	-	-
Rice, Pasta and Noodles	4.1	4.1	4.2	4.2	4.0	4.0	4.0	4.1	4.5	4.2
Sauces, Dips and Condiments	3.0	-	2.8	3.1	3.1	2.9	-	3.0	3.4	3.3
Savoury Snacks	-	-	4.1	2.9	-	3.8	-	4.1	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	2.0	-	-	-	2.8	-	-

Appendix A, Table 3b: *Proportion of products with HSR≥3.5 by category for each country for Barilla*

	Australia	Brazil	France	Italy	Mexico	Netherlands	South Africa	Sweden	USA	Vietnam
Baked Goods	-	-	70%	36%	-	-	-	-	-	-
Rice, Pasta and Noodles	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sauces, Dips and Condiments	59%	-	44%	61%	69%	50%	-	63%	68%	67%
Savoury Snacks	-	-	69%	29%	-	71%	-	84%	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	12%	-	-	-	33%	-	-

Appendix A, Table 3c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Barilla*

	Australia	Brazil	France	Italy	Mexico	Netherlands	South Africa	Sweden	USA	Vietnam
Baked Goods	-	-	66%	28%	-	-	-	-	-	-
Rice, Pasta and Noodles	99%	100%	99%	99%	100%	100%	100%	98%	100%	100%
Sauces, Dips and Condiments	0%	-	0%	3%	0%	0%	-	0%	11%	0%
Savoury Snacks	-	-	0%	0%	-	0%	-	0%	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	0%	-	-	-	0%	-	-

Appendix A, Table 3d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Barilla*

	Australia	Brazil	France	Italy	Mexico	Netherlands	South Africa	Sweden	USA	Vietnam
Baked Goods	-	-	26%	11%	-	-	-	-	-	-
Rice, Pasta and Noodles	99%	98%	98%	99%	92%	100%	100%	100%	100%	100%
Sauces, Dips and Condiments	41%	-	22%	34%	0%	21%	-	32%	3%	33%
Savoury Snacks	-	-	63%	10%	-	37%	-	41%	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	2%	-	-	-	8%	-	-

4. Campbell's

Appendix A, Table 4a: *Mean HSR by category for each country for Campbell's*

	Canada	Mexico	USA
Baked Goods	-	-	3.3
Juice	4.0	2.1	3.2
Sauces, Dips and Condiments	3.2	4.0	3.3
Savoury Snacks	2.6	-	2.3
Soup	3.5	3.2	3.5

Appendix A, Table 4b: *Proportion of products with HSR≥3.5 by category for each country for Campbell's*

	Canada	Mexico	USA
Baked Goods	-	-	68%
Juice	100%	25%	59%
Sauces, Dips and Condiments	56%	100%	64%
Savoury Snacks	20%	-	19%
Soup	75%	26%	73%

Appendix A, Table 4c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Campbell's*

	Canada	Mexico	USA
Baked Goods	-	-	52%
Juice	0%	0%	0%
Sauces, Dips and Condiments	20%	0%	31%
Savoury Snacks	1%	-	1%
Soup	100%	95%	100%

Appendix A, Table 4d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Campbell's*

	Canada	Mexico	USA
Baked Goods	-	-	22%
Juice	100%	25%	55%
Sauces, Dips and Condiments	47%	100%	51%
Savoury Snacks	1%	-	3%
Soup	53%	16%	45%

5. Coca-Cola

Appendix A, Table 5a: *Mean HSR by category for each country for Coca-Cola*

	Brazil	China	India	Japan	Kenya	Mexico	Nigeria	Philippines	South Africa	Tanzania	Thailand	USA
Bottled Water	5.0	3.5	5.0	2.7	5.0	3.7	5.0	5.0	3.3	5.0	5.0	3.8
Carbonates	2.1	2.1	1.5	1.6	1.7	1.5	1.6	2.3	2.5	1.3	2.7	1.8
Concentrates	-	-	-	-	-	-	-	2.5	-	-	-	-
Dairy	-	-	-	-	-	3.8	-	-	-	-	-	-
Juice	1.5	1.3	0.7	-	0.8	1.7	0.9	1.9	2.3	0.5	1.6	1.9
Plant-based Dairy	-	3.5	-	-	-	-	-	-	-	-	-	-
RTD Coffee	-	-	-	1.7	-	-	-	-	-	-	-	-
RTD Tea	2.3	2.5	-	2.8	-	-	-	-	-	-	-	2.0
Sports Drinks	-	-	-	2.2	-	1.5	-	-	1.1	-	-	2.5

Appendix A, Table 5b: *Proportion of products with HSR≥3.5 by category for each country for Coca-Cola*

	Brazil	China	India	Japan	Kenya	Mexico	Nigeria	Philippines	South Africa	Tanzania	Thailand	USA
Bottled Water	100%	67%	100%	25%	100%	68%	100%	100%	40%	100%	100%	81%
Carbonates	39%	33%	24%	33%	31%	21%	24%	33%	36%	25%	56%	41%
Concentrates	-	-	-	-	-	-	-	0%	-	-	-	-
Dairy	-	-	-	-	-	83%	-	-	-	-	-	-
Juice	6%	14%	0%	-	0%	2%	0%	0%	0%	0%	0%	18%
Plant-based Dairy	-	50%	-	-	-	-	-	-	-	-	-	-
RTD Coffee	-	-	-	0%	-	-	-	-	-	-	-	-
RTD Tea	47%	60%	-	71%	-	-	-	-	-	-	-	29%
Sports Drinks	-	-	-	14%	-	0%	-	-	0%	-	-	31%

Appendix A, Table 5c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Coca-Cola*

	Brazil	China	India	Japan	Kenya	Mexico	Nigeria	Philippines	South Africa	Tanzania	Thailand	USA
Bottled Water	100%	33%	100%	25%	100%	46%	100%	100%	40%	100%	100%	59%
Carbonates	17%	6%	10%	15%	6%	1%	6%	0%	0%	5%	4%	1%
Concentrates	-	-	-	-	-	-	-	0%	-	-	-	-
Dairy	-	-	-	-	-	28%	-	-	-	-	-	-
Juice	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	10%
Plant-based Dairy	-	0%	-	-	-	-	-	-	-	-	-	-
RTD Coffee	-	-	-	20%	-	-	-	-	-	-	-	-
RTD Tea	0%	47%	-	76%	-	-	-	-	-	-	-	10%
Sports Drinks	-	-	-	0%	-	0%	-	-	0%	-	-	0%

Appendix A, Table 5d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Coca-Cola*

	Brazil	China	India	Japan	Kenya	Mexico	Nigeria	Philippines	South Africa	Tanzania	Thailand	USA
Bottled Water	100%	33%	100%	25%	100%	46%	100%	100%	40%	100%	100%	61%
Carbonates	17%	3%	10%	15%	6%	1%	6%	0%	0%	5%	4%	1%
Concentrates	-	-	-	-	-	-	-	0%	-	-	-	-
Dairy	-	-	-	-	-	22%	-	-	-	-	-	-
Juice	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	11%
Plant-based Dairy	-	0%	-	-	-	-	-	-	-	-	-	-
RTD Coffee	-	-	-	20%	-	-	-	-	-	-	-	-
RTD Tea	0%	47%	-	71%	-	-	-	-	-	-	-	10%
Sports Drinks	-	-	-	0%	-	0%	-	-	0%	-	-	0%

6. Conagra

Appendix A, Table 6a: *Mean HSR by category for each country for Conagra*

	India	Mexico	South Africa	USA
Dairy	-	-	-	1.8
Edible Oils	3.0	4.5	-	-
Processed Fruit and Vegetables	-	-	-	4.3
Processed Meat and Seafood	-	-	-	2.1
Ready Meals	-	4.1	-	3.3
Sauces, Dips and Condiments	-	3.0	-	-
Savoury Snacks	1.7	1.5	2.6	2.1
Sweet Spreads	2.9	-	-	-

Appendix A, Table 6b: *Proportion of products with HSR≥3.5 by category for each country for Conagra*

	India	Mexico	South Africa	USA
Dairy	-	-	-	16%
Edible Oils	42%	88%	-	-
Processed Fruit and Vegetables	-	-	-	97%
Processed Meat and Seafood	-	-	-	17%
Ready Meals	-	89%	-	67%
Sauces, Dips and Condiments	-	54%	-	-
Savoury Snacks	0%	2%	20%	19%
Sweet Spreads	50%	-	-	-

Appendix A, Table 6c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Conagra*

	India	Mexico	South Africa	USA
Dairy	-	-	-	4%
Edible Oils	92%	88%	-	-
Processed Fruit and Vegetables	-	-	-	39%
Processed Meat and Seafood	-	-	-	21%
Ready Meals	-	67%	-	83%
Sauces, Dips and Condiments	-	6%	-	-
Savoury Snacks	0%	0%	0%	2%
Sweet Spreads	42%	-	-	-

Appendix A, Table 6d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Conagra*

	India	Mexico	South Africa	USA
Dairy	-	-	-	0%
Edible Oils	0%	80%	-	-
Processed Fruit and Vegetables	-	-	-	72%
Processed Meat and Seafood	-	-	-	2%
Ready Meals	-	61%	-	28%
Sauces, Dips and Condiments	-	33%	-	-
Savoury Snacks	0%	0%	0%	4%
Sweet Spreads	25%	-	-	-

7. Danone

Appendix A, Table 7a: *Mean HSR by category for each country for Danone*

	Brazil	France	Ghana	Indonesia	Mexico	Netherlands	Nigeria	South Africa	UK	USA
Bottled Water	-	3.6	-	5.0	3.5	-	-	-	3.7	5.0
Dairy	3.7	3.8	2.6	-	3.7	4.2	2.4	3.6	4.2	4.0
Ice Cream	-	-	2.9	-	-	-	2.3	-	-	2.6
Juice	-	2.0	-	-	-	-	2.5	-	2.0	-
Other Hot Drinks	-	-	-	3.5	-	-	-	-	-	-
Plant-based Dairy	-	3.5	-	-	3.9	3.6	-	-	3.7	2.7
RTD Coffee	-	-	-	-	-	4.3	-	-	-	1.4
Sports Drinks	-	-	-	2.5	-	-	-	-	-	-

Appendix A, Table 7b: *Proportion of products with HSR≥3.5 by category for each country for Danone*

	Brazil	France	Ghana	Indonesia	Mexico	Netherlands	Nigeria	South Africa	UK	USA
Bottled Water	-	48%	-	100%	59%	-	-	-	76%	100%
Dairy	76%	70%	40%	-	68%	90%	0%	70%	89%	77%
Ice Cream	-	-	25%	-	-	-	4%	-	-	9%
Juice	-	0%	-	-	-	-	0%	-	0%	-
Other Hot Drinks	-	-	-	100%	-	-	-	-	-	-
Plant-based Dairy	-	64%	-	-	91%	82%	-	-	74%	39%
RTD Coffee	-	-	-	-	-	100%	-	-	-	19%
Sports Drinks	-	-	-	0%	-	-	-	-	-	-

Appendix A, Table 7c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Danone*

	Brazil	France	Ghana	Indonesia	Mexico	Netherlands	Nigeria	South Africa	UK	USA
Bottled Water	-	48%	-	100%	28%	-	-	-	29%	100%
Dairy	47%	29%	0%	-	46%	41%	0%	57%	48%	61%
Ice Cream	-	-	0%	-	-	-	0%	-	-	1%
Juice	-	0%	-	-	-	-	0%	-	0%	-
Other Hot Drinks	-	-	-	0%	-	-	-	-	-	-
Plant-based Dairy	-	43%	-	-	45%	33%	-	-	32%	5%
RTD Coffee	-	-	-	-	-	50%	-	-	-	19%
Sports Drinks	-	-	-	0%	-	-	-	-	-	-

Appendix A, Table 7d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Danone*

	Brazil	France	Ghana	Indonesia	Mexico	Netherlands	Nigeria	South Africa	UK	USA
Bottled Water	-	62%	-	100%	28%	-	-	-	29%	100%
Dairy	19%	31%	0%	-	32%	51%	0%	28%	35%	55%
Ice Cream	-	-	17%	-	-	-	0%	-	-	2%
Juice	-	0%	-	-	-	-	0%	-	0%	-
Other Hot Drinks	-	-	-	0%	-	-	-	-	-	-
Plant-based Dairy	-	45%	-	-	41%	63%	-	-	51%	35%
RTD Coffee	-	-	-	-	-	50%	-	-	-	19%
Sports Drinks	-	-	-	0%	-	-	-	-	-	-

8. Ferrero

Appendix A, Table 8a: *Mean HSR by category for each country for Ferrero*

	Brazil	France	India	Indonesia	Italy	Kenya	Mexico	Netherlands	South Africa	UK	USA
Baked Goods	-	-	-	-	1.7	-	-	-	-	0.8	-
Breakfast Cereals	-	-	-	-	-	-	-	4.6	-	-	-
Confectionery	0.5	0.7	0.6	0.6	0.8	0.5	0.7	0.6	0.8	0.6	1.3
Dairy	-	0.6	-	-	0.6	-	-	-	-	-	-
Ice Cream	-	1.6	-	-	-	-	-	-	-	2.2	2.4
RTD Tea	-	-	-	-	1.3	-	-	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	0.8	-	-	-	0.7	-	1.3	-	0.8	1.2
Sweet Spreads	0.5	0.7	0.6	0.6	0.5	-	0.8	0.6	-	0.7	0.8

Appendix A, Table 8b: *Proportion of products with HSR≥3.5 by category for each country for Ferrero*

	Brazil	France	India	Indonesia	Italy	Kenya	Mexico	Netherlands	South Africa	UK	USA
Baked Goods	-	-	-	-	0%	-	-	-	-	0%	-
Breakfast Cereals	-	-	-	-	-	-	-	100%	-	-	-
Confectionery	0%	2%	1%	0%	5%	0%	0%	1%	5%	0%	4%
Dairy	-	0%	-	-	0%	-	-	-	-	-	-
Ice Cream	-	0%	-	-	-	-	-	-	-	33%	11%
RTD Tea	-	-	-	-	4%	-	-	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	0%	-	-	-	0%	-	0%	-	2%	1%
Sweet Spreads	0%	0%	0%	0%	0%	-	0%	0%	-	0%	0%

Appendix A, Table 8c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Ferrero*

Zero products for Ferrero were eligible under this model.

Appendix A, Table 8d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Ferrero*

	Brazil	France	India	Indonesia	Italy	Kenya	Mexico	Netherlands	South Africa	UK	USA
Baked Goods	-	-	-	-	0%	-	-	-	-	0%	-
Breakfast Cereals	-	-	-	-	-	-	-	50%	-	-	-
Confectionery	0%	2%	1%	0%	4%	0%	0%	1%	5%	0%	4%
Dairy	-	0%	-	-	0%	-	-	-	-	-	-
Ice Cream	-	0%	-	-	-	-	-	-	-	0%	5%
RTD Tea	-	-	-	-	4%	-	-	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	0%	-	-	-	0%	-	0%	-	0%	0%
Sweet Spreads	0%	0%	0%	0%	0%	-	0%	0%	-	0%	0%

9. Flora FG

Appendix A, Table 9a: *Mean HSR by category for each country for Flora FG*

	Brazil	France	Indonesia	Kenya	Mexico	Netherlands	Pakistan	Tanzania	UK	USA
Dairy	4.3	3.2	0.9	3.0	2.4	2.9	1.6	3.0	2.4	2.4
Plant-based Dairy	-	0.5	-	-	0.7	1.6	-	-	0.5	0.7
Sweet Spreads	-	-	-	1.3	-	-	-	-	-	-

Appendix A, Table 9b: *Proportion of products with HSR≥3.5 by category for each country for Flora FG*

	Brazil	France	Indonesia	Kenya	Mexico	Netherlands	Pakistan	Tanzania	UK	USA
Dairy	100%	62%	0%	25%	13%	51%	0%	50%	31%	35%
Plant-based Dairy	-	0%	-	-	0%	27%	-	-	0%	0%
Sweet Spreads	-	-	-	0%	-	-	-	-	-	-

Appendix A, Table 9c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Flora FG*

	Brazil	France	Indonesia	Kenya	Mexico	Netherlands	Pakistan	Tanzania	UK	USA
Dairy	50%	62%	0%	50%	33%	49%	20%	0%	31%	0%
Plant-based Dairy	-	0%	-	-	0%	0%	-	-	0%	5%
Sweet Spreads	-	-	-	0%	-	-	-	-	-	-

Appendix A, Table 9d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Flora FG*

	Brazil	France	Indonesia	Kenya	Mexico	Netherlands	Pakistan	Tanzania	UK	USA
Dairy	0%	0%	0%	0%	0%	3%	0%	0%	%0	0%
Plant-based Dairy	-	0%	-	-	0%	0%	-	-	0%	0%
Sweet Spreads	-	-	-	0%	-	-	-	-	-	-

10. FrieslandCampina

Appendix A, Table 10a: *Mean HSR by category for each country for FrieslandCampina*

	Ethiopia	Ghana	Indonesia	Kenya	Netherlands	Nigeria	Pakistan	Philippines	Thailand	Vietnam
Dairy	4.1	3.8	3.3	4.2	3.8	3.8	2.9	2.5	3.6	2.5
Meat and Seafood Substitutes	-	-	-	-	3.7	-	-	-	-	-

Appendix A, Table 10b: *Proportion of products with HSR≥3.5 by category for each country for FrieslandCampina*

	Ethiopia	Ghana	Indonesia	Kenya	Netherlands	Nigeria	Pakistan	Philippines	Thailand	Vietnam
Dairy	100%	86%	73%	100%	75%	94%	29%	32%	81%	46%
Meat and Seafood Substitutes	-	-	-	-	94%	-	-	-	-	-

Appendix A, Table 10c: *Proportion of products eligible for marketing to children using the WHO criteria by category by country for FrieslandCampina*

	Ethiopia	Ghana	Indonesia	Kenya	Netherlands	Nigeria	Pakistan	Philippines	Thailand	Vietnam
Dairy	29%	29%	0%	60%	39%	41%	7%	21%	31%	32%
Meat and Seafood Substitutes	-	-	-	-	33%	-	-	-	-	-

Appendix A, Table 10d: *Proportion of products scoring A or B under Nutri-Score by category by country for FrieslandCampina*

	Ethiopia	Ghana	Indonesia	Kenya	Netherlands	Nigeria	Pakistan	Philippines	Thailand	Vietnam
Dairy	29%	14%	3%	20%	41%	6%	36%	7%	13%	3%
Meat and Seafood Substitutes	-	-	-	-	11%	-	-	-	-	-

11. General Mills

Appendix A, Table 11a: *Mean HSR by category for each country for General Mills*

	Australia	Brazil	China	India	Japan	Mexico	South Africa	Thailand	UK	USA
Baked Goods	3.1	-	-	1.6	-	3.6	-	-	2.9	1.6
Breakfast Cereals	-	-	-	-	-	-	-	-	-	2.7
Dairy	3.9	-	-	-	-	-	-	-	-	4.1
Ice Cream	-	1.5	2.1	-	1.9	1.6	-	1.6	1.7	-
Ready Meals	3.0	-	3.1	-	-	-	2.6	-	2.6	2.3
Rice, Pasta and Noodles	3.9	-	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	2.2	1.5	-	-	-	-	-	-	1.3	-
Savoury Snacks	-	2.3	-	-	-	-	-	-	-	-
Soup	-	0.9	-	-	-	-	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	-	2.3	2.5	2.1	2.3	1.9
Sweet Spreads	-	-	-	0.9	-	-	-	-	-	-

Appendix A, Table 11b: *Proportion of products with HSR≥3.5 by category for each country for General Mills*

	Australia	Brazil	China	India	Japan	Mexico	South Africa	Thailand	UK	USA
Baked Goods	42%	-	-	3%	-	57%	-	-	39%	4%
Breakfast Cereals	-	-	-	-	-	-	-	-	-	17%
Dairy	76%	-	-	-	-	-	-	-	-	87%
Ice Cream	-	0%	0%	-	0%	0%	-	0%	6%	-
Ready Meals	52%	-	44%	-	-	-	0%	-	15%	14%
Rice, Pasta and Noodles	86%	-	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	29%	26%	-	-	-	-	-	-	4%	-
Savoury Snacks	-	19%	-	-	-	-	-	-	-	-
Soup	-	0%	-	-	-	-	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	-	16%	13%	0%	7%	9%
Sweet Spreads	-	-	-	0%	-	-	-	-	-	-

Appendix A, Table 11c: *Proportion of products eligible for marketing to children using the WHO criteria by category and country for General Mills*

	Australia	Brazil	China	India	Japan	Mexico	South Africa	Thailand	UK	USA
Baked Goods	18%	-	-	3%	-	0%	-	-	29%	0%
Breakfast Cereals	-	-	-	-	-	-	-	-	-	8%
Dairy	24%	-	-	-	-	-	-	-	-	53%
Ice Cream	-	0%	0%	-	0%	0%	-	0%	0%	-
Ready Meals	54%	-	67%	-	-	-	0%	-	11%	11%
Rice, Pasta and Noodles	100%	-	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	0%	0%	-	-	-	-	-	-	0%	-
Savoury Snacks	-	1%	-	-	-	-	-	-	-	-
Soup	-	0%	-	-	-	-	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	-	0%	0%	0%	0%	1%
Sweet Spreads	-	-	-	0%	-	-	-	-	-	-

Appendix A, Table 11d: *Proportion of products scoring A or B under Nutri-Score by category and country for General Mills*

	Australia	Brazil	China	India	Japan	Mexico	South Africa	Thailand	UK	USA
Baked Goods	8%	-	-	0%	-	0%	-	-	8%	0%
Breakfast Cereals	-	-	-	-	-	-	-	-	-	4%
Dairy	33%	-	-	-	-	-	-	-	-	51%
Ice Cream	-	0%	0%	-	0%	0%	-	0%	4%	-
Ready Meals	18%	-	0%	-	-	-	0%	-	0%	2%
Rice, Pasta and Noodles	71%	-	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	16%	23%	-	-	-	-	-	-	2%	-
Savoury Snacks	-	6%	-	-	-	-	-	-	-	-
Soup	-	0%	-	-	-	-	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	-	0%	0%	0%	0%	0%
Sweet Spreads	-	-	-	0%	-	-	-	-	-	-

12. Grupo Bimbo

Appendix A, Table 12a: *Mean HSR by category for each country for Grupo Bimbo*

	Brazil	Canada	China	India	Mexico	UK	USA
Baked Goods	3.4	3.1	2.7	2.6	1.9	4.0	3.0
Savoury Snacks	-	2.1	-	-	2.1	-	1.5
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	2.9	-	-

Appendix A, Table 12b: *Proportion of products with HSR≥3.5 by category for each country for Grupo Bimbo*

	Brazil	Canada	China	India	Mexico	UK	USA
Baked Goods	76%	70%	37%	38%	20%	100%	69%
Savoury Snacks	-	0%	-	-	15%	-	7%
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	37%	-	-

Appendix A, Table 12c: *Proportion of products eligible for marketing to children using the WHO criteria by category and country for Grupo Bimbo*

	Brazil	Canada	China	India	Mexico	UK	USA
Baked Goods	75%	63%	41%	32%	19%	100%	44%
Savoury Snacks	-	0%	-	-	0%	-	0%
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	10%	-	-

Appendix A, Table 12d: *Proportion of products scoring A or B under Nutri-Score by category and country for Grupo Bimbo*

	Brazil	Canada	China	India	Mexico	UK	USA
Baked Goods	27%	23%	13%	2%	8%	53%	17%
Savoury Snacks	-	0%	-	-	10%	-	0%
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	3%	-	-

13. Hershey

Appendix A, Table 13a: *Mean HSR by category for each country for Hershey*

	Brazil	China	India	Mexico	Philippines	Thailand	UK	USA	Vietnam
Confectionery	0.7	0.6	1.0	0.7	0.9	0.6	0.7	0.9	1.0
Dairy	-	-	-	3.1	-	-	-	-	-
Plant-based Dairy	-	-	3.8	-	-	-	-	-	-
Savoury Snacks	-	-	-	-	-	-	-	2.0	-
Sweet Biscuits, Snack Bars and Fruit Snacks	1.4	-	-	-	-	-	-	3.0	-
Sweet Spreads	1.3	-	1.1	-	-	-	-	-	-

Appendix A, Table 13b: *Proportion of products with HSR≥3.5 by category for each country for Hershey*

	Brazil	China	India	Mexico	Philippines	Thailand	UK	USA	Vietnam
Confectionery	0%	0%	2%	1%	4%	0%	1%	3%	15%
Dairy	-	-	-	19%	-	-	-	-	-
Plant-based Dairy	-	-	86%	-	-	-	-	-	-
Savoury Snacks	-	-	-	-	-	-	-	15%	-
Sweet Biscuits, Snack Bars and Fruit Snacks	4%	-	-	-	-	-	-	39%	-
Sweet Spreads	14%	-	0%	-	-	-	-	-	-

Appendix A, Table 13c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Hershey*

	Brazil	China	India	Mexico	Philippines	Thailand	UK	USA	Vietnam
Confectionery	0%	0%	0%	0%	0%	0%	0%	1%	0%
Dairy	-	-	-	0%	-	-	-	-	-
Plant-based Dairy	-	-	14%	-	-	-	-	-	-
Savoury Snacks	-	-	-	-	-	-	-	1%	-
Sweet Biscuits, Snack Bars and Fruit Snacks	2%	-	-	-	-	-	-	0%	-
Sweet Spreads	0%	-	0%	-	-	-	-	-	-

Appendix A, Table 13d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Hershey*

	Brazil	China	India	Mexico	Philippines	Thailand	UK	USA	Vietnam
Confectionery	0%	0%	2%	0%	3%	0%	1%	3%	15%
Dairy	-	-	-	0%	-	-	-	-	-
Plant-based Dairy	-	-	24%	-	-	-	-	-	-
Savoury Snacks	-	-	-	-	-	-	-	1%	-
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	-	-	-	-	-	-	11%	-
Sweet Spreads	0%	-	0%	-	-	-	-	-	-

14. Hormel

Appendix A, Table 14a: *Mean HSR by category for each country for Hormel*

	Australia	Brazil	China	India	Indonesia	Mexico	Philippines	Thailand	UK	USA
Processed Meat and Seafood	1.3	-	2.0	-	-	1.4	-	2.0	1.4	2.7
Ready Meals	3.5	-	-	-	-	3.5	-	-	3.6	3.0
Savoury Snacks	-	-	-	-	-	-	3.5	-	-	2.3
Sweet Spreads	-	3.4	3.4	3.1	3.1	3.3	3.6	3.1	3.3	3.0

Appendix A, Table 14b: *Proportion of products with HSR≥3.5 by category for each country for Hormel*

	Australia	Brazil	China	India	Indonesia	Mexico	Philippines	Thailand	UK	USA
Processed Meat and Seafood	0%	-	22%	-	-	8%	-	0%	0%	54%
Ready Meals	70%	-	-	-	-	50%	-	-	82%	42%
Savoury Snacks	-	-	-	-	-	-	71%	-	-	29%
Sweet Spreads	-	71%	80%	60%	60%	63%	83%	56%	75%	47%

Appendix A, Table 14c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Hormel*

	Australia	Brazil	China	India	Indonesia	Mexico	Philippines	Thailand	UK	USA
Processed Meat and Seafood	0%	-	6%	-	-	0%	-	0%	0%	29%
Ready Meals	90%	-	-	-	-	100%	-	-	91%	71%
Savoury Snacks	-	-	-	-	-	-	14%	-	-	3%
Sweet Spreads	-	0%	20%	0%	0%	0%	0%	0%	0%	12%

Appendix A, Table 14d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Hormel*

	Australia	Brazil	China	India	Indonesia	Mexico	Philippines	Thailand	UK	USA
Processed Meat and Seafood	0%	-	3%	-	-	0%	-	0%	0%	24%
Ready Meals	30%	-	-	-	-	0%	-	-	36%	12%
Savoury Snacks	-	-	-	-	-	-	0%	-	-	0%
Sweet Spreads	-	0%	0%	0%	0%	14%	0%	11%	0%	7%

15. Indofood

Appendix A, Table 15a: *Mean HSR by category for each country for Indofood*

	Australia	Ghana	Indonesia	Kenya	Philippines	UK	Vietnam
Dairy	-	-	2.6	-	-	-	-
Edible Oils	-	-	1.4	-	1.0	-	-
Rice, Pasta and Noodles	2.5	0.7	1.5	1.2	0.5	1.0	1.0
Sauces, Dips and Condiments	-	-	0.7	-	-	-	-
Savoury Snacks	-	-	1.5	-	-	-	-

Appendix A, Table 15b: *Proportion of products with HSR≥3.5 by category for each country for Indofood*

	Australia	Ghana	Indonesia	Kenya	Philippines	UK	Vietnam
Dairy	-	-	49%	-	-	-	-
Edible Oils	-	-	9%	-	0%	-	-
Rice, Pasta and Noodles	0%	0%	14%	8%	0%	0%	0%
Sauces, Dips and Condiments	-	-	0%	-	-	-	-
Savoury Snacks	-	-	2%	-	-	-	-

Appendix A, Table 15c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Indofood*

	Australia	Ghana	Indonesia	Kenya	Philippines	UK	Vietnam
Dairy	-	-	1%	-	-	-	-
Edible Oils	-	-	18%	-	0%	-	-
Rice, Pasta and Noodles	36%	0%	9%	0%	0%	0%	0%
Sauces, Dips and Condiments	-	-	0%	-	-	-	-
Savoury Snacks	-	-	0%	-	-	-	-

Appendix A, Table 15d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Indofood*

	Australia	Ghana	Indonesia	Kenya	Philippines	UK	Vietnam
Dairy	-	-	5%	-	-	-	-
Edible Oils	-	-	0%	-	0%	-	-
Rice, Pasta and Noodles	0%	0%	10%	0%	0%	0%	0%
Sauces, Dips and Condiments	-	-	0%	-	-	-	-
Savoury Snacks	-	-	0%	-	-	-	-

16. KDP

Appendix A, Table 16a: *Mean HSR by category for each country for KDP*

	Canada	Mexico	USA
Bottled Water	4.1	2.8	-
Carbonates	1.4	1.7	1.2
Juice	3.4	-	1.7
Processed Fruit and Vegetables	-	-	4.0
RTD Tea	1.8	2.0	2.1

Appendix A, Table 16b: *Proportion of products with HSR≥3.5 by category for each country for KDP*

	Canada	Mexico	USA
Bottled Water	100%	64%	-
Carbonates	28%	31%	24%
Juice	83%	-	14%
Processed Fruit and Vegetables	-	-	100%
RTD Tea	33%	50%	38%

Appendix A, Table 16c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for KDP*

	Canada	Mexico	USA
Bottled Water	43%	18%	-
Carbonates	6%	6%	0%
Juice	7%	-	1%
Processed Fruit and Vegetables	-	-	67%
RTD Tea	0%	0%	3%

Appendix A, Table 16d: *Proportion of products scoring A or B under Nutri-Score by category for each country for KDP*

	Canada	Mexico	USA
Bottled Water	43%	18%	-
Carbonates	6%	6%	0%
Juice	70%	-	6%
Processed Fruit and Vegetables	-	-	100%
RTD Tea	0%	0%	3%

17. Kellanova

Appendix A, Table 17a: *Mean HSR by category for each country for Kellanova*

	Australia	Brazil	France	India	Mexico	Nigeria	Philippines	South Africa	UK	USA
Baked Goods	-	-	-	-	2.5	-	-	-	-	2.8
Breakfast Cereals	3.6	2.7	2.7	2.8	2.6	2.9	2.6	2.9	3.2	-
Meat and Seafood Substitutes	-	-	-	-	-	-	-	-	-	3.9
Rice, Pasta and Noodles	-	-	-	-	-	-	-	1.4	-	-
Savoury Snacks	1.3	1.6	2.0	1.2	1.5	-	1.4	2.2	2.2	1.6
Sweet Biscuits, Snack Bars and Fruit Snacks	1.9	1.8	2.3	-	1.8	-	-	2.8	1.9	2.4

Appendix A, Table 17b: *Proportion of products with HSR≥3.5 by category for each country for Kellanova*

	Australia	Brazil	France	India	Mexico	Nigeria	Philippines	South Africa	UK	USA
Baked Goods	-	-	-	-	0%	-	-	-	-	32%
Breakfast Cereals	69%	28%	35%	31%	29%	50%	20%	21%	54%	-
Meat and Seafood Substitutes	-	-	-	-	-	-	-	-	-	89%
Rice, Pasta and Noodles	-	-	-	-	-	-	-	0%	-	-
Savoury Snacks	0%	0%	0%	0%	0%	-	0%	0%	0%	0%
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	0%	0%	-	0%	-	-	0%	0%	24%

Appendix A, Table 17c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Kellanova*

	Australia	Brazil	France	India	Mexico	Nigeria	Philippines	South Africa	UK	USA
Baked Goods	-	-	-	-	0%	-	-	-	-	0%
Breakfast Cereals	11%	6%	10%	19%	27%	17%	8%	11%	13%	-
Meat and Seafood Substitutes	-	-	-	-	-	-	-	-	-	39%
Rice, Pasta and Noodles	-	-	-	-	-	-	-	0%	-	-
Savoury Snacks	0%	0%	0%	0%	0%	-	0%	0%	0%	0%
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	0%	0%	-	0%	-	-	0%	0%	18%

Appendix A, Table 17d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Kellanova*

	Australia	Brazil	France	India	Mexico	Nigeria	Philippines	South Africa	UK	USA
Baked Goods	-	-	-	-	0%	-	-	-	-	0%
Breakfast Cereals	16%	6%	5%	15%	20%	0%	4%	11%	13%	-
Meat and Seafood Substitutes	-	-	-	-	-	-	-	-	-	39%
Rice, Pasta and Noodles	-	-	-	-	-	-	-	0%	-	-
Savoury Snacks	0%	0%	0%	0%	0%	-	0%	0%	0%	0%
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	0%	0%	-	0%	-	-	0%	0%	18%

18. Kraft Heinz

Appendix A, Table 18a: *Mean HSR by category for each country for Kraft Heinz*

	Australia	Brazil	China	Indonesia	Kenya	Mexico	Netherlands	Tanzania	Thailand	UK	USA
Breakfast Cereals	-	-	-	-	-	-	4.3	-	-	-	-
Concentrates	-	-	-	0.9	-	-	3.3	-	-	-	1.0
Dairy	-	-	-	-	-	-	-	-	-	-	1.9
Juice	3.2	-	-	1.7	-	-	-	-	-	-	-
Processed Fruit and Vegetables	4.3	4.6	-	-	4.8	-	-	5.0	-	4.4	-
Processed Meat and Seafood	3.6	-	-	3.8	-	1.5	-	-	-	-	2.4
Ready Meals	-	-	-	-	-	-	-	-	-	3.5	2.6
Rice, Pasta and Noodles	-	-	-	-	-	-	4.0	-	-	-	-
Sauces, Dips and Condiments	2.1	2.7	0.9	0.9	1.6	2.2	2.5	1.8	1.3	2.2	1.9
Soup	3.7	-	-	-	-	-	3.5	-	-	3.6	-

Appendix A, Table 18b: *Proportion of products with HSR≥3.5 by category for each country for Kraft Heinz*

	Australia	Brazil	China	Indonesia	Kenya	Mexico	Netherlands	Tanzania	Thailand	UK	USA
Breakfast Cereals	-	-	-	-	-	-	100%	-	-	-	-
Concentrates	-	-	-	0%	-	-	60%	-	-	-	1%
Dairy	-	-	-	-	-	-	-	-	-	-	32%
Juice	57%	-	-	11%	-	-	-	-	-	-	-
Processed Fruit and Vegetables	99%	100%	-	-	100%	-	-	100%	-	100%	-
Processed Meat and Seafood	87%	-	-	100%	-	0%	-	-	-	-	41%
Ready Meals	-	-	-	-	-	-	-	-	-	87%	38%
Rice, Pasta and Noodles	-	-	-	-	-	-	100%	-	-	-	-
Sauces, Dips and Condiments	4%	42%	2%	0%	0%	11%	29%	0%	6%	9%	13%
Soup	89%	-	-	-	-	-	100%	-	-	99%	-

Appendix A, Table 18c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Kraft Heinz*

	Australia	Brazil	China	Indonesia	Kenya	Mexico	Netherlands	Tanzania	Thailand	UK	USA
Breakfast Cereals	-	-	-	-	-	-	63%	-	-	-	-
Concentrates	-	-	-	0%	-	-	31%	-	-	-	18%
Dairy	-	-	-	-	-	-	-	-	-	-	22%
Juice	91%	-	-	0%	-	-	-	-	-	-	-
Processed Fruit and Vegetables	17%	90%	-	-	0%	-	-	0%	-	0%	-
Processed Meat and Seafood	67%	-	-	67%	-	0%	-	-	-	-	2%
Ready Meals	-	-	-	-	-	-	-	-	-	100%	38%
Rice, Pasta and Noodles	-	-	-	-	-	-	100%	-	-	-	-
Sauces, Dips and Condiments	0%	0%	1%	0%	0%	0%	4%	0%	6%	0%	6%
Soup	91%	-	-	-	-	-	100%	-	-	99%	-

Appendix A, Table 18d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Kraft Heinz*

	Australia	Brazil	China	Indonesia	Kenya	Mexico	Netherlands	Tanzania	Thailand	UK	USA
Breakfast Cereals	-	-	-	-	-	-	63%	-	-	-	-
Concentrates	-	-	-	0%	-	-	45%	-	-	-	0%
Dairy	-	-	-	-	-	-	-	-	-	-	0%
Juice	54%	-	-	0%	-	-	-	-	-	-	-
Processed Fruit and Vegetables	89%	100%	-	-	100%	-	-	100%	-	100%	-
Processed Meat and Seafood	67%	-	-	67%	-	0%	-	-	-	-	6%
Ready Meals	-	-	-	-	-	-	-	-	-	71%	15%
Rice, Pasta and Noodles	-	-	-	-	-	-	96%	-	-	-	-
Sauces, Dips and Condiments	1%	2%	2%	0%	0%	0%	11%	0%	3%	6%	11%
Soup	67%	-	-	-	-	-	38%	-	-	88%	-

19. Lactalis

Appendix A, Table 19a: *Mean HSR by category for each country for Lactalis*

	Australia	Brazil	France	India	Mexico	Philippines	South Africa	Thailand	USA	Vietnam
Dairy	3.4	3.3	3.0	2.9	3.7	3.5	3.3	2.3	3.8	3.4
Juice	-	-	-	-	-	-	2.7	-	-	
RTD Coffee	3.8	-	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	-	2.5	-	-	-	-	-	-	-	-

Appendix A, Table 19b: *Proportion of products with HSR≥3.5 by category for each country for Lactalis*

	Australia	Brazil	France	India	Mexico	Philippines	South Africa	Thailand	USA	Vietnam
Dairy	64%	64%	50%	56%	76%	71%	64%	40%	73%	69%
Juice	-	-	-	-	-	-	8%	-	-	-
RTD Coffee	85%	-	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	-	0%	-	-	-	-	-	-	-	-

Appendix A, Table 19c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Lactalis*

	Australia	Brazil	France	India	Mexico	Philippines	South Africa	Thailand	USA	Vietnam
Dairy	4%	26%	8%	21%	3%	9%	18%	6%	29%	11%
Juice	-	-	-	-	-	-	0%	-	-	-
RTD Coffee	0%	-	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	-	0%	-	-	-	-	-	-	-	-

Appendix A, Table 19d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Lactalis*

	Australia	Brazil	France	India	Mexico	Philippines	South Africa	Thailand	USA	Vietnam
Dairy	13%	16%	14%	23%	13%	10%	13%	0%	27%	12%
Juice	-	-	-	-	-	-	8%	-	-	-
RTD Coffee	0%	-	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	-	0%	-	-	-	-	-	-	-	-

20. Lotte

Appendix A, Table 20a: *Mean HSR by category for each country for Lotte*

	Australia	China	India	Indonesia	Japan	Kenya	Philippines	Thailand	Vietnam
Baked Goods	-	1.6	0.8	1.3	1.5	-	-	-	-
Confectionery	1.5	1.2	1.0	2.0	1.5	0.7	-	1.2	0.7
Ice Cream	-	-	2.2	-	2.1	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	0.9	-	-	0.7	-	0.7	0.9	0.9

Appendix A, Table 20b: *Proportion of products with HSR≥3.5 by category for each country for Lotte*

	Australia	China	India	Indonesia	Japan	Kenya	Philippines	Thailand	Vietnam
Baked Goods	-	9%	0%	0%	14%	-	-	-	-
Confectionery	26%	7%	0%	6%	23%	0%	-	0%	0%
Ice Cream	-	-	4%	-	0%	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	0%	-	-	1%	-	0%	0%	2%

Appendix A, Table 20c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Lotte*

	Australia	China	India	Indonesia	Japan	Kenya	Philippines	Thailand	Vietnam
Baked Goods	-	0%	0%	0%	0%	-	-	-	-
Confectionery	0%	0%	0%	5%	1%	0%	-	0%	0%
Ice Cream	-	-	0%	-	0%	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	0%	-	-	0%	-	0%	0%	0%

Appendix A, Table 20d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Lotte*

	Australia	China	India	Indonesia	Japan	Kenya	Philippines	Thailand	Vietnam
Baked Goods	-	0%	0%	0%	0%	-	-	-	-
Confectionery	26%	7%	0%	6%	23%	0%	-	0%	0%
Ice Cream	-	-	0%	-	0%	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	0%	-	-	0%	-	0%	0%	0%

21. Mars

Appendix A, Table 21a: *Mean HSR by category for each country for Mars*

	Brazil	China	France	India	Kenya	Mexico	Netherlands	South Africa	Tanzania	UK	USA	Vietnam
Confectionery	0.6	1.4	1.7	1.0	1.9	1.0	0.8	1.5	0.6	1.1	1.2	0.9
Ice Cream	-	-	1.6	-	0.8		1.9	-	-	1.5	1.5	-
Rice, Pasta and Noodles	-	-	3.2	-	-	-	-	-	-	3.3	3.4	-
Sauces, Dips and Condiments	-	-	0.8	-	-	-	-	1.1	-	2.6	-	-
Savoury Snacks	-	-	-	-	-	-	-	-	-	-	1.5	-
Soup	-	-	-	-	-	-	-	1.2	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	0.8	-	-	-	1.1	-	-	1.3	2.5	-

Appendix A, Table 21b: *Proportion of products with HSR≥3.5 by category for each country for Mars*

	Brazil	China	France	India	Kenya	Mexico	Netherlands	South Africa	Tanzania	UK	USA	Vietnam
Confectionery	0%	16%	38%	7%	47%	5%	6%	30%		14%	14%	4%
Ice Cream	-	-	0%	-	0%	-	0%	-	-	0%	0%	-
Rice, Pasta and Noodles	-	-	48%	-	-	-	-	-	-	57%	79%	-
Sauces, Dips and Condiments	-	-	0%	-	-	-	-	0%	-	1%	-	-
Savoury Snacks	-	-	-	-	-	-	-	-	-	-	0%	-
Soup	-	-	-	-	-	-	-	22%	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	0%	-	-	-	0%	-	-	2%	13%	-

Appendix A, Table 21c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Mars*

	Brazil	China	France	India	Kenya	Mexico	Netherlands	South Africa	Tanzania	UK	USA	Vietnam
Confectionery	0%	1%	0%	0%	0%	0%	0%	1%	5%	1%	0%	0%
Ice Cream	-	-	0%	-	0%	-	0%	-	-	0%	0%	-
Rice, Pasta and Noodles	-	-	58%	-	-	-	-	-	-	82%	96%	-
Sauces, Dips and Condiments	-	-	0%	-	-	-	-	0%	-	0%	-	-
Savoury Snacks	-	-	-	-	-	-	-	-	-	-	0%	-
Soup	-	-	-	-	-	-	-	0%	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	0%	-	-	-	0%	-	-	0%	0%	-

Appendix A, Table 21d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Mars*

	Brazil	China	France	India	Kenya	Mexico	Netherlands	South Africa	Tanzania	UK	USA	Vietnam
Confectionery	0%	16%	38%	7%	47%	5%	6%	30%	0%	14%	14%	4%
Ice Cream	-	-	0%	-	0%	-	0%	-	-	0%	0%	-
Rice, Pasta and Noodles	-	-	3%	-	-	-	-	-	-	23%	60%	-
Sauces, Dips and Condiments	-	-	0%	-	-	-	-	0%	-	1%	-	-
Savoury Snacks	-	-	-	-	-	-	-	-	-	-	0%	-
Soup	-	-	-	-	-	-	-	22%	-	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	0%	-	-	-	0%	-	-	0%	3%	-

22. Meiji

Appendix A, Table 22a: *Mean HSR by category for each country for Meiji*

	Australia	China	Indonesia	Japan	Philippines	Thailand	USA	Vietnam
Confectionery	0.5	0.7	-	1.4	-	0.7	-	-
Dairy	-	4.3	-	4.3	-	3.8	-	-
Ice Cream	-	2.1	-	2.9	-	-	-	-
Ready Meals	-	-	-	3.0	-	-	-	-
Savoury Snacks	-	-	-	-	-	-	-	1.7
Sweet Biscuits, Snack Bars and Fruit Snacks	0.6	-	1.2	0.8	0.9	-	1.2	0.7

Appendix A, Table 22b: *Proportion of products with HSR≥3.5 by category for each country for Meiji*

	Australia	China	Indonesia	Japan	Philippines	Thailand	USA	Vietnam
Confectionery	0%	0%	-	20%	-	0%	-	-
Dairy	-	100%	-	91%	-	82%	-	-
Ice Cream	-	0%	-	11%	-	-	-	-
Ready Meals	-	-	-	0%	-	-	-	-
Savoury Snacks	-	-	-	-	-	-	-	0%
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	-	0%	0%	0%	-	0%	0%

Appendix A, Table 22c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Meiji*

	Australia	China	Indonesia	Japan	Philippines	Thailand	USA	Vietnam
Confectionery	0%	0%	-	3%	-	0%	-	-
Dairy	-	35%	-	32%	-	14%	-	-
Ice Cream	-	0%	-	0%	-	-	-	-
Ready Meals	-	-	-	67%	-	-	-	-
Savoury Snacks	-	-	-	-	-	-	-	0%
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	-	0%	0%	0%	-	0%	0%

Appendix A, Table 22d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Meiji*

	Australia	China	Indonesia	Japan	Philippines	Thailand	USA	Vietnam
Confectionery	0%	0%	-	11%	-	0%	-	-
Dairy	-	71%	-	37%	-	37%	-	-
Ice Cream	-	0%	-	6%	-	-	-	-
Ready Meals	-	-	-	0%	-	-	-	-
Savoury Snacks	-	-	-	-	-	-	-	0%
eSweet Biscuits, Snack Bars and Fruit Snacks	0%	-	0%	0%	0%	-	0%	0%

23. Mengniu

Appendix A, Table 23a: *Mean HSR by category for each country for Mengniu*

	China	Indonesia
Dairy	3.3	-
Ice Cream	1.9	2.4

Appendix A, Table 23b: *Proportion of products with HSR≥3.5 by category for each country for Mengniu*

	China	Indonesia
Dairy	73%	-
Ice Cream	0%	11%

Appendix A, Table 23c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Mengniu*

	China	Indonesia
Dairy	8%	-
Ice Cream	0%	0%

Appendix A, Table 23d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Mengniu*

	China	Indonesia
Dairy	5%	-
Ice Cream	0%	11%

24. Mondelēz

Appendix A, Table 24a: *Mean HSR by category for each country for Mondelēz*

	Brazil	France	India	Indonesia	Kenya	Mexico	Philippines	South Africa	Tanzania	UK	USA	Vietnam
Baked Goods	-	1.5	0.5	1.0	-	-	-	-	-	-	-	1.6
Concentrates	3.0	-	1.0	-	-	3.5	3.0	-	-	-	-	-
Confectionery	1.1	0.6	0.6	0.6	0.8	2.3	0.6	1.0	0.5	0.7	1.2	0.6
Dairy	-	-	-	0.5	-	0.5	0.5	-	-	2.9	-	-
Other Hot Drinks	-	-	2.3	-	2.6	-	-	-	-	-	-	-
Savoury Snacks	1.8	2.2	-	1.3	-	1.0	-	-	-	1.3	2.7	1.4
Sweet Biscuits, Snack Bars and Fruit Snacks	1.7	1.3	0.7	0.9	0.5	1.0	0.9	0.7	0.8	1.5	1.3	0.9

Appendix A, Table 24b: *Proportion of products with HSR≥3.5 by category for each country for Mondelēz*

	Brazil	France	India	Indonesia	Kenya	Mexico	Philippines	South Africa	Tanzania	UK	USA	Vietnam
Baked Goods	-	0%	0%	0%	-	-	-	-	-	-	-	1%
Concentrates	21%	-	0%	-	-	97%	0%	-	-	-	-	-
Confectionery	12%	0%	0%	0%	6%	32%	0%	10%	0%	2%	7%	0%
Dairy	-	-	-	0%	-	0%	0%	-	-	48%	-	-
Other Hot Drinks	-	-	33%	-	33%	-	-	-	-	-	-	-
Savoury Snacks	0%	26%	-	0%	-	0%	-	-	-	0%	32%	0%

Sweet Biscuits, Snack Bars and Fruit Snacks	17%	4%	0%	0%	0%	0%	0%	0%	0%	11%	2%	0%

Appendix A, Table 24c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Mondelēz*

	Brazil	France	India	Indonesia	Kenya	Mexico	Philippines	South Africa	Tanzania	UK	USA	Vietnam
Baked Goods	-	5%	0%	0%	-	-	-	-	-	-	-	0%
Concentrates	0%	-	0%	-	-	0%	0%	-	-	-	-	-
Confectionery	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Dairy	-	-	-	0%	-	30%	0%	-	-	76%	-	-
Other Hot Drinks	-	-	17%	-	33%	-	-	-	-	-	-	-
Savoury Snacks	0%	2%	-	0%	-	0%	-	-	-	0%	0%	0%
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Appendix A, Table 24d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Mondelēz*

	Brazil	France	India	Indonesia	Kenya	Mexico	Philippines	South Africa	Tanzania	UK	USA	Vietnam
Baked Goods	-	0%	0%	0%	-	-	-	-	-	-	-	0%
Concentrates	0%	-	0%	-	-	0%	0%	-	-	-	-	-
Confectionery	12%	0%	0%	0%	6%	32%	0%	9%	0%	1%	7%	0%
Dairy	-	-	-	0%	-	0%	0%	-	-	19%	-	-
Other Hot Drinks	-	-	0%	-	0%	-	-	-	-	-	-	-
Savoury Snacks	0%	0%	-	0%	-	0%	-	-	-	0%	4%	0%
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

25. Nestlé

Appendix A, Table 25a: *Mean HSR by category for each country for Nestlé*

	Brazil	China	France	India	Indonesia	Kenya	Mexico	Philippines	Tanzania	Thailand	UK	USA
Bottled Water	-	-	4.3	-	-	-	4.6	-	-	5.0	4.9	4.0
Breakfast Cereals	4.1	-	-	-	-	-	-	-	-	-	3.5	-
Concentrates	-	-	-	-	-	-	-	1.5	-	-	-	-
Confectionery	0.6	1.3	0.6	0.5	0.5	-	0.7	-	0.5	0.6	0.7	-
Dairy	3.4	3.0	4.3	2.5	3.3	1.8	1.9	3.2	1.3	2.7	2.5	2.2
Instant Coffee Mixes	-	1.4	-	-	0.5	1.0	-	1.0	1.0	1.5	1.5	-
Other Hot Drinks	1.8	-	2.2	-	1.8	1.3	1.8	1.6	1.3	1.8	-	1.4
RTD Coffee	-	3.7	-	-	3.4	-	-	-	-	-	-	-
Ready Meals	-	-	-	-	-	-	-	-	-	-	-	3.1
Rice, Pasta and Noodles	-	-	-	3.1	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	-	1.9	2.5	1.2	-	3.0	1.6	1.4	3.0	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	1.5	-	-	-	-	-	-	-	-	-	-	-

Appendix A, Table 25b: *Proportion of products with HSR≥3.5 by category for each country for Nestlé*

	Brazil	China	France	India	Indonesia	Kenya	Mexico	Philippines	Tanzania	Thailand	UK	USA
Bottled Water	-	-	100%	-	-	-	100%	-	-	100%	100%	100%
Breakfast Cereals	75%	-	-	-	-	-	-	-	-	-	55%	-
Concentrates	-	-	-	-	-	-	-	0%	-	-	-	-
Confectionery	1%	13%	0%	0%	0%	-	1%	-	0%	0%	1%	-
Dairy	66%	61%	100%	43%	74%	40%	17%	76%	0%	62%	44%	19%
Instant Coffee Mixes	-	0%	-	-	0%	0%	-	0%	0%	0%	0%	-
Other Hot Drinks	6%	-	15%	-	0%	0%	9%	0%	0%	0%	-	6%
RTD Coffee	-	82%	-	-	76%	-	-	-	-	-	-	-
Ready Meals	-	-	-	-	-	-	-	-	-	-	-	45%
Rice, Pasta and Noodles	-	-	-	15%	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	-	24%	11%	0%	-	0%	4%	11%	0%	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	-	-	-	-	-	-	-	-	-	-	-

Appendix A, Table 25c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Nestlé*

	Brazil	China	France	India	Indonesia	Kenya	Mexico	Philippines	Tanzania	Thailand	UK	USA
Bottled Water	-	-	100%	-	-	-	100%	-	-	100%	100%	100%
Breakfast Cereals	75%	-	-	-	-	-	-	-	-	-	18%	-
Concentrates	-	-	-	-	-	-	-	0%	-	-	-	-
Confectionery	0%	15%	0%	0%	0%	-	0%	-	0%	0%	0%	-
Dairy	29%	6%	0%	20%	5%	20%	1%	6%	0%	15%	24%	3%
Instant Coffee Mixes	-	2%	-	-	0%	0%	-	0%	0%	3%	0%	-
Other Hot Drinks	0%	-	0%	-	0%	0%	0%	0%	0%	0%	-	0%
RTD Coffee	-	23%	-	-	5%	-	-	-	-	-	-	-
Ready Meals	-	-	-	-	-	-	-	-	-	-	-	57%
Rice, Pasta and Noodles	-	-	-	0%	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	-	41%	2%	0%	-	0%	17%	0%	0%	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	-	-	-	-	-	-	-	-	-	-	-

Appendix A, Table 25d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Nestlé*

	Brazil	China	France	India	Indonesia	Kenya	Mexico	Philippines	Tanzania	Thailand	UK	USA
Bottled Water	-	-	100%	-	-	-	100%	-	-	100%	100%	100%
Breakfast Cereals	67%	-	-	-	-	-	-	-	-	-	21%	-
Concentrates	-	-	-	-	-	-	-	0%	-	-	-	-
Confectionery	1%	12%	0%	0%	0%	-	1%	-	0%	0%	0%	-
Dairy	19%	32%	100%	22%	5%	0%	2%	6%	0%	11%	28%	2%
Instant Coffee Mixes	-	2%	-	-	0%	0%	-	0%	0%	3%	5%	-
Other Hot Drinks	0%	-	0%	-	6%	0%	0%	0%	0%	0%	-	6%
RTD Coffee	-	27%	-	-	5%	-	-	-	-	-	-	-
Ready Meals	-	-	-	-	-	-	-	-	-	-	-	15%
Rice, Pasta and Noodles	-	-	-	0%	-	-	-	-	-	-	-	-
Sauces, Dips and Condiments	-	18%	6%	0%	-	0%	4%	11%	0%	-	-	-
Sweet Biscuits, Snack Bars and Fruit Snacks	0%	-	-	-	-	-	-	-	-	-	-	-

26. Nissin

Appendix A, Table 26a: *Mean HSR by category for each country for Nissin*

	Brazil	China	India	Indonesia	Japan	Mexico	Philippines	Thailand	USA	Vietnam
Breakfast Cereals	-	-	-	-	3.3	-	-	-	-	-
Dairy	-	-	-	-	4.2	-	-	-	-	-
Ready Meals	-	-	-	-	3.3	-	-	-	-	-
Rice, Pasta and Noodles	3.0	2.9	2.9	2.9	3.0	3.0	2.8	2.7	3.0	3.1
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	1.0	-	-	-	-	-

Appendix A, Table 26b: *Proportion of products with HSR≥3.5 by category for each country for Nissin*

	Brazil	China	India	Indonesia	Japan	Mexico	Philippines	Thailand	USA	Vietnam
Breakfast Cereals	-	-	-	-	30%	-	-	-	-	-
Dairy	-	-	-	-	100%	-	-	-	-	-
Ready Meals	-	-	-	-	59%	-	-	-	-	-
Rice, Pasta and Noodles	14%	5%	0%	15%	11%	15%	0%	0%	4%	47%
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	0%	-	-	-	-	-

Appendix A, Table 26c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Nissin*

	Brazil	China	India	Indonesia	Japan	Mexico	Philippines	Thailand	USA	Vietnam
Breakfast Cereals	-	-	-	-	9%	-	-	-	-	-
Dairy	-	-	-	-	100%	-	-	-	-	-
Ready Meals	-	-	-	-	68%	-	-	-	-	-
Rice, Pasta and Noodles	95%	81%	87%	77%	66%	92%	69%	46%	98%	73%
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	0%	-	-	-	-	-

Appendix A, Table 26d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Nissin*

	Brazil	China	India	Indonesia	Japan	Mexico	Philippines	Thailand	USA	Vietnam
Breakfast Cereals	-	-	-	-	17%	-	-	-	-	-
Dairy	-	-	-	-	33%	-	-	-	-	-
Ready Meals	-	-	-	-	18%	-	-	-	-	-
Rice, Pasta and Noodles	2%	3%	0%	15%	2%	0%	0%	0%	2%	7%
Sweet Biscuits, Snack Bars and Fruit Snacks	-	-	-	-	0%	-	-	-	-	-

27. PepsiCo

Appendix A, Table 27a: *Mean HSR by category for each country for PepsiCo*

	Brazil	China	India	Kenya	Mexico	Netherlands	Philippines	South Africa	Tanzania	UK	USA	Vietnam
Baked Goods	-	-	-	-	-	-	-	2.1	-	-	-	-
Bottled Water	-	-	5.0	-	-	-	-	-	-	-	3.8	5.0
Breakfast Cereals	-	3.8	-	4.0	-	4.2	3.6	3.7	-	4.2	2.9	-
Carbonates	2.0	1.8	1.5	0.9	2.7	2.7	1.4	-	1.7	3.4	1.5	1.1
Confectionery	-	-	-	-	0.7	-	-	-	-	-	-	-
Energy Drinks	-	-	1.2	-	-	-	0.8	-	-	1.8	-	0.6
Juice	-	-	0.5	0.5	-	-	-	2.6	0.5	-	-	1.0
Other Hot Drinks	3.3	-	-	-	-	-	-	-	-	-	-	-
RTD Tea	-	-	-	-	-	2.3	-	-	-	-	-	-
Rice, Pasta and Noodles	-	-	-	-	-	-	-	3.8	-	-	-	-
Sauces, Dips and Condiments	-	-	-	-	-	-	-	-	-	2.8	-	-
Savoury Snacks	2.0	1.2	1.1	-	2.2	3.1	2.2	1.9	-	2.7	2.5	-
Sports Drinks	2.4	1.5	-	-	2.2	-	2.5	-	-	-	2.0	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	2.1	-	-	1.5	-	-	-	-	-	-	-

Appendix A, Table 27b: *Proportion of products with HSR≥3.5 by category for each country for PepsiCo*

	Brazil	China	India	Kenya	Mexico	Netherlands	Philippines	South Africa	Tanzania	UK	USA	Vietnam
Baked Goods	-	-	-	-	-	-	-	33%	-	-	-	-
Bottled Water	-	-	100%	-	-	-	-	-	-	-	92%	100%
Breakfast Cereals	-	59%	-	70%	-	91%	64%	63%	-	100%	45%	-
Carbonates	29%	29%	26%	11%	50%	65%	19%	-	40%	91%	19%	14%
Confectionery	-	-	-	-	0%	-	-	-	-	-	-	-
Energy Drinks	-	-	0%	-	-	-	0%	-	-	23%	-	0%
Juice	-	-	0%	0%	-	-	-	12%	0%	-	-	0%
Other Hot Drinks	40%	-	-	-	-	-	-	-	-	-	-	-
RTD Tea	-	-	-	-	-	12%	-	-	-	-	-	-
Rice, Pasta and Noodles	-	-	-	-	-	-	-	100%	-	-	-	-
Sauces, Dips and Condiments	-	-	-	-	-	-	-	-	-	0%	-	-
Savoury Snacks	7%	0%	0%	-	18%	44%	11%	17%	-	25%	18%	-
Sports Drinks	31%	0%	-	-	35%	-	46%	-	-	-	21%	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	7%	-	-	5%	-	-	-	-	-	-	-

Appendix A, Table 27c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for PepsiCo*

	Brazil	China	India	Kenya	Mexico	Netherlands	Philippines	South Africa	Tanzania	UK	USA	Vietnam
Baked Goods	-	-	-	-	-	-	-	28%	-	-	-	-
Bottled Water	-	-	100%	-	-	-	-	-	-	-	68%	100%
Breakfast Cereals	-	59%	-	70%	-	59%	49%	26%	-	44%	18%	-
Carbonates	0%	2%	22%	0%	0%	0%	0%	-	10%	0%	1%	2%
Confectionery	-	-	-	-	0%	-	-	-	-	-	-	-
Energy Drinks	-	-	0%	-	-	-	0%	-	-	0%	-	0%
Juice	-	-	0%	0%	-	-	-	0%	0%	-	-	0%
Other Hot Drinks	0%	-	-	-	-	-	-	-	-	-	-	-
RTD Tea	-	-	-	-	-	8%	-	-	-	-	-	-
Rice, Pasta and Noodles	-	-	-	-	-	-	-	100%	-	-	-	-
Sauces, Dips and Condiments	-	-	-	-	-	-	-	-	-	0%	-	-
Savoury Snacks	0%	0%	0%	-	0%	0%	2%	5%	0%	1%	1%	-
Sports Drinks	31%	0%	-	-	17%	-	31%	-	-	-	9%	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	0%	-	-	0%	-	-	-	-	-	-	-

Appendix A, Table 27d: *Proportion of products scoring A or B under Nutri-Score by category for each country for PepsiCo*

	Brazil	China	India	Kenya	Mexico	Netherlands	Philippines	South Africa	Tanzania	UK	USA	Vietnam
Baked Goods	-	-	-	-	-	-	-	22%	-	-	-	-
Bottled Water	-	-	100%	-	-	-	-	-	-	-	80%	100%
Breakfast Cereals	-	56%	-	20%	-	71%	40%	31%	-	50%	18%	-
Carbonates	0%	5%	17%	0%	0%	0%	0%	-	10%	3%	2%	2%
Confectionery	-	-	-	-	0%	-	-	-	-	-	-	-
Energy Drinks	-	-	0%	-	-	-	0%	-	-	0%	-	0%
Juice	-	-	0%	0%	-	-	-	3%	0%	-	-	0%
Other Hot Drinks	20%	-	-	-	-	-	-	-	-	-	-	-
RTD Tea	-	-	-	-	-	35%	-	-	-	-	-	-
Rice, Pasta and Noodles	-	-	-	-	-	-	-	95%	-	-	-	-
Sauces, Dips and Condiments	-	-	-	-	-	-	-	-	-	0%	-	-
Savoury Snacks	0%	0%	0%	-	1%	7%	0%	6%	0%	0%	1%	-
Sports Drinks	15%	0%	-	-	9%	-	23%	-	-	-	7%	-
Sweet Biscuits, Snack Bars and Fruit Snacks	-	0%	-	-	1%	-	-	-	-	-	-	-

28. Suntory

Appendix A, Table 28a: *Mean HSR by category for each country for Suntory*

	Australia	China	France	Ghana	Japan	Kenya	Nigeria	South Africa	UK	Vietnam
Bottled Water	-	-	-	-	1.7	-	-	-	-	-
Carbonates	-	-	1.8	-	-	-	1.1	-	1.6	1.3
Concentrates	-	-	0.8	-	-	-	0.5	-	2.3	-
Energy Drinks	1.7	-	-	1.7	-	-	0.5	1.4	1.5	-
Juice	-	0.8	1.4	-	1.1	0.5	0.5	-	2.3	-
RTD Coffee	1.9	1.7	-	-	1.3	-	-	-	-	-
RTD Tea	-	2.6	1.9	-	2.7	-	-	-	-	1.0

Appendix A, Table 28b: *Proportion of products with HSR≥3.5 by category for each country for Suntory*

	Australia	China	France	Ghana	Japan	Kenya	Nigeria	South Africa	UK	Vietnam
Bottled Water	-	-	-	-	18%	-	-	-	-	-
Carbonates	-	-	8%	-	-	-	0%	-	14%	25%
Concentrates	-	-	0%	-	-	-	0%	-	17%	-
Energy Drinks	40%	-	-	14%	-	-	0%	0%	4%	-
Juice	-	0%	1%	-	0%	0%	0%	-	0%	-
RTD Coffee	14%	17%	-	-	6%	-	-	-	-	-
RTD Tea	-	64%	0%	-	64%	-	-	-	-	7%

Appendix A, Table 28c: *Proportion of products eligible for marketing to children using the WHO criteria by category by country for Suntory*

	Australia	China	France	Ghana	Japan	Kenya	Nigeria	South Africa	UK	Vietnam
Bottled Water	-	-	-	-	13%	-	-	-	-	-
Carbonates	-	-	0%	-	-	-	0%	-	0%	0%
Concentrates	-	-	0%	-	-	-	0%	-	0%	-
Energy Drinks	0%	-	-	0%	-	-	0%	0%	0%	-
Juice	-	0%	1%	-	8%	0%	0%	-	0%	-
RTD Coffee	14%	17%	-	-	10%	-	-	-	-	-
RTD Tea	-	56%	0%	-	64%	-	-	-	-	7%

Appendix A, Table 28d: *Proportion of products scoring A or B under Nutri-Score by category by country for Suntory*

	Australia	China	France	Ghana	Japan	Kenya	Nigeria	South Africa	UK	Vietnam
Bottled Water	-	-	-	-	20%	-	-	-	-	-
Carbonates	-	-	2%	-	-	-	0%	-	0%	0%
Concentrates	-	-	0%	-	-	-	0%	-	0%	-
Energy Drinks	0%	-	-	0%	-	-	0%	0%	0%	-
Juice	-	0%	4%	-	8%	0%	0%	-	0%	-
RTD Coffee	36%	17%	-	-	13%	-	-	-	-	-
RTD Tea	-	64%	0%	-	72%	-	-	-	-	7%

29. Unilever

Appendix A, Table 29a: *Mean HSR by category for each country for Unilever*

	Brazil	France	India	Indonesia	Mexico	Philippines	South Africa	Thailand	UK	USA
Concentrates	-	-	-	-	-	-	-	-	-	2.6
Ice Cream	2.1	2.1	2.1	2.1	2.1	2.5	2.3	2.3	2.0	2.1
Juice	-	-	-	0.9	-	-	-	-	-	-
Meat and Seafood Substitutes	-	-	-	-	-	-	0.5	-	-	-
Other Hot Drinks	-	-	2.4	-	3.0	-	-	-	-	-
Ready Meals	-	-	-	-	-	-	-	3.3	-	2.2
Rice, Pasta and Noodles	-	-	-	-	-	-	-	-	3.3	-
Sauces, Dips and Condiments	2.5	2.1	1.4	2.9	2.8	1.8	2.6	3.3	2.5	2.0
Soup	3.5	3.4	2.9	-	3.4	2.5	3.4	-	-	-
Sweet Spreads	-	-	2.0	-	-	-	-	-	-	-

Appendix A, Table 29b: *Proportion of products with HSR≥3.5 by category for each country for Unilever*

	Brazil	France	India	Indonesia	Mexico	Philippines	South Africa	Thailand	UK	USA
Concentrates	-	-	-	-	-	-	-	-	-	50%
Ice Cream	2%	3%	1%	1%	2%	4%	4%	0%	3%	6%
Juice	-	-	-	0%	-	-	-	-	-	-
Meat and Seafood Substitutes	-	-	-	-	-	-	0%	-	-	-
Other Hot Drinks	-	-	16%	-	11%	-	-	-	-	-
Ready Meals	-	-	-	-	-	-	-	55%	-	1%
Rice, Pasta and Noodles	-	-	-	-	-	-	-	-	63%	-
Sauces, Dips and Condiments	24%	12%	0%	73%	46%	16%	43%	81%	30%	21%
Soup	94%	72%	38%	-	92%	44%	79%	-	-	-
Sweet Spreads	-	-	20%	-	-	-	-	-	-	-

Appendix A, Table 29c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Unilever*

	Brazil	France	India	Indonesia	Mexico	Philippines	South Africa	Thailand	UK	USA
Concentrates	-	-	-	-	-	-	-	-	-	71%
Ice Cream	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Juice	-	-	-	0%	-	-	-	-	-	-
Meat and Seafood Substitutes	-	-	-	-	-	-	0%	-	-	-
Other Hot Drinks	-	-	14%	-	22%	-	-	-	-	-
Ready Meals	-	-	-	-	-	-	-	100%	-	0%
Rice, Pasta and Noodles	-	-	-	-	-	-	-	-	100%	-
Sauces, Dips and Condiments	3%	0%	0%	0%	4%	0%	0%	0%	7%	0%
Soup	100%	98%	90%	-	99%	67%	100%	-	-	-
Sweet Spreads	-	-	0%	-	-	-	-	-	-	-

Appendix A, Table 29d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Unilever*

	Brazil	France	India	Indonesia	Mexico	Philippines	South Africa	Thailand	UK	USA
Concentrates	-	-	-	-	-	-	-	-	-	64%
Ice Cream	1%	0%	1%	1%	0%	3%	0%	0%	2%	3%
Juice	-	-	-	0%	-	-	-	-	-	-
Meat and Seafood Substitutes	-	-	-	-	-	-	0%	-	-	-
Other Hot Drinks	-	-	0%	-	0%	-	-	-	-	-
Ready Meals	-	-	-	-	-	-	-	16%	-	0%
Rice, Pasta and Noodles	-	-	-	-	-	-	-	-	32%	-
Sauces, Dips and Condiments	10%	6%	0%	73%	15%	16%	43%	76%	23%	11%
Soup	11%	33%	0%	-	21%	22%	71%	-	-	-
Sweet Spreads	-	-	0%	-	-	-	-	-	-	-

30. Yili

Appendix A, Table 30a: *Mean HSR by category for each country for Yili*

	China	Indonesia	Thailand
Dairy	3.7	-	0.5
Ice Cream	1.8	2.1	2.0

Appendix A, Table 30b: *Proportion of products with HSR≥3.5 by category for each country for Yili*

	China	Indonesia	Thailand
Dairy	86%	-	0%
Ice Cream	1%	0%	0%

Appendix A, Table 30c: *Proportion of products eligible for marketing to children using the WHO criteria by category for each country for Yili*

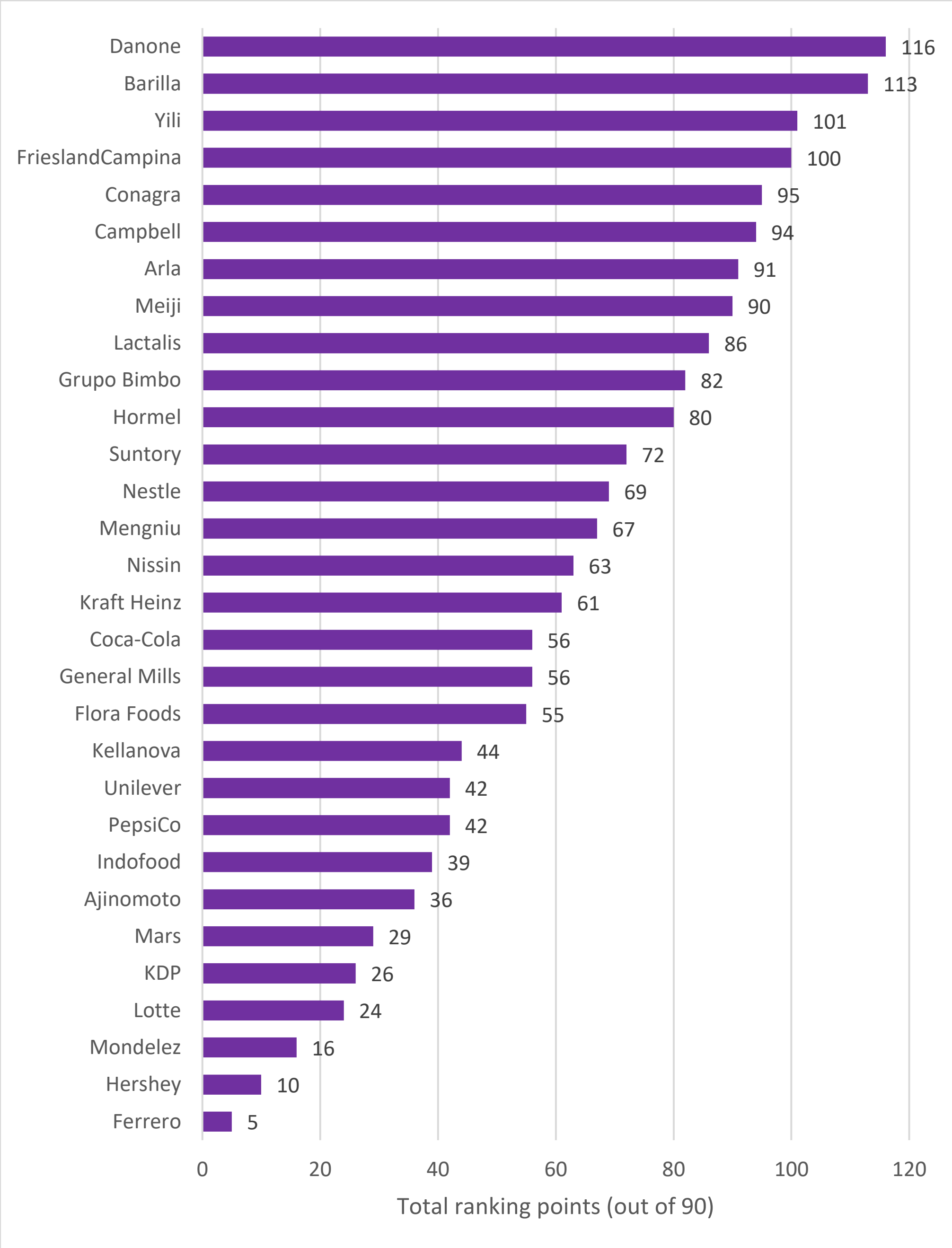
	China	Indonesia	Thailand
Dairy	24%	-	0%
Ice Cream	0%	0%	0%

Appendix A, Table 30d: *Proportion of products scoring A or B under Nutri-Score by category for each country for Yili*

	China	Indonesia	Thailand
Dairy	24%	-	0%
Ice Cream	0%	0%	0%

APPENDIX B - Comparative rankings of companies based upon the different evaluation methods

Appendix B, Figure 1 *Overall ranking of companies based upon ranking points*



* Note that the WHO and Nutri-Score results and rankings are not incorporated into the overall Global Index report

The figure above demonstrates the comparative ranking of companies across the different evaluation methods used. The rankings include the sales-weighted mean HSR, sales-weighted proportion considered ‘healthier’ under the HSR, sales-weighted proportion rated ‘A’ or ‘B’ under Nutri-Score and the sales-weighted proportion eligible under WHO Euro. Where a company ranked 1st (of the 30 companies) it received 30 points. Companies manufacturing predominantly dairy products such as Yili, FrieslandCampina and Danone ranked highly across all evaluation methods, and companies manufacturing predominantly confectionery such as Mars, Hershey, Mondelēz and Ferrero ranked lowest. The individual rankings per evaluation method are shown in **Appendix B, Table 1**. Note that these rankings are not the same as the rankings presented in the ATNI 2024 Global Index.

Appendix B, Table 1 *Ranking of companies based upon overall product portfolio*

Manufacturer	Sales weighted mean HSR	Sales from healthier products	Sales from products meeting WHO criteria	Sales from Nutri-Score A+B	Overall ranking (including Nutri-Score)	Overall ranking (excluding Nutri-Score)
Ajinomoto	25	24	16	23	24	24
Arla	7	8	10	8	7	6
Barilla	3	5	2	1	2	2
Campbell's	10	11	5	4	6	7
Coca-Cola	21	14	19	14	17	19
Conagra	11	9	4	5	5	5
Danone	1	2	3	2	1	1
Ferrero	30	30	30	29	30	30
Flora FG	15	13	11	30	19	14
FrieslandCampina	4	4	7	9	4	3
General Mills	14	19	18	17	18	18
Grupo Bimbo	13	10	6	13	10	10
Hershey	29	29	28	28	29	29
Hormel	12	12	8	12	11	11
Indofood	23	21	20	21	23	23
KDP	26	23	25	24	26	25
Kellanova	17	17	24	22	20	20
Kraft Heinz	18	15	14	16	16	16
Lactalis	5	6	17	10	9	9
Lotte	24	28	29	19	27	27
Mars	28	26	26	15	25	26
Meiji	6	7	15	6	8	8
Mengniu	8	3	21	25	14	12
Mondelēz	27	27	27	27	28	28
Nestlé	16	16	12	11	13	15
Nissin	9	25	1	26	15	13
PepsiCo	19	20	23	20	21	21
Suntory	22	18	9	3	12	17
Unilever	20	22	22	18	22	22
Yili	2	1	13	7	3	4